



CAL POLY
Extended Education

COLLABORATIVE PARTNER



SUMMER
SPRINGBOARD

Digital Advertising and Social Media

New student admissions for summer 2023 are open.



Academic Program Overview

Are you interested in the impact and design of digital public relations and advertising storytelling? From video commercials, content marketing, social media advertising, influencer marketing, to billboards and sponsorships -- advertising and public relations messages are everywhere! This course is designed to provide students with an understanding about the marketplace of attention and create effective narratives of their own creation. Students will be exposed to higher level thinking as media consumers and have the opportunity to test their theories by designing and producing a strategic communications campaign, a video commercial, and social media content for a fictional client.



Excursions

- TBD



Program Highlights

- Explore Branding Psychology theories and concepts of influence and building a persona.
- Develop Effective Visual Storytelling skills using the principles of visual design, character development, tone, coherence, and messaging as told through media such as graphic design, photography, video, and audio production.
- Discover the role of Campaign Channels and Tracking in broadcast, direct, and socially orchestrated through marketing communications campaigns.



2023 Dates

- June 25 - 07, 2023

Instructors

Cal Poly Instructor - Dr. Casey McDonald-Liu

Dr. McDonald-Liu is a recent PhD graduate from the University of Florida in strategic communications specializing in how organizations communicate to publics using a tonality similar to that of humans on social media. She began her career working in digital communications at Walt Disney Studios and as an assistant to the Vice President of International Marketing. She specializes in strategic communication - public relations & advertising; organization-to-public relationship management; digital & social media; Asian media culture; conversational human voice; organizational trust; social psychology; public relations writing; PR & advertising research; global communications; and, media ethics.

Tuition Information:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop-off service (available for an additional fee)
- Price: \$4,998

Supplements:

- Application fee: \$99 (mandatory, nonrefundable)

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)



Course Structure

There are nine three-hour class sessions over the two-week course. During week one, students have class from 9 a.m.-noon, Monday - Friday. During week two, students have class from 9 a.m.-noon Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule

8:00 a.m.	Breakfast
9:00 a.m.	Academic Course
Noon	Lunch
1:30 p.m.	Academic Excursion/ Recreational Activity
3:30 p.m.	Enrichment Elective
6:00 p.m.	Dinner
7:00 p.m.	Evening Activities
10:30 p.m.	RA Check-in

Summer Springboard programs are not run by SSB campus partners (with the exception of Cal Poly which is run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

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