

# ADVERTISING & MARKETING SEMESTER PROGRAMS

Students typically take between 1 and 3 courses in their field of study.



CISabroad was a wonderful experience for me. The application process was very simple and straightforward for me doing it by myself. Airport pick up was very handy since I was new to Australia and I didn't know where I was going with no cell service. The CISabroad team in Australia did a fantastic job getting us settled and used to the Aussie life. The orientation was so fun. Throughout the semester the staff were very helpful whenever I had a question. They also did great side trips. I would love to go on another study abroad with CISabroad!

Sarah L  
Newcastle University

## SAMPLE SEMESTER PROGRAM OPTIONS

### SEMESTER IN NEWCASTLE

**Sample Courses:** Advertising & Promotion Strategy, Advertising & Marketing Communication Strategy, Foundations of Marketing, Creating & Managing Brands, Consumer Behavior

Our Semester in Newcastle program is located at the University of Newcastle, Australia. Founded in 1951, Newcastle is AACSB-accredited and accredited by the Department of Education, Employment and Workplace Relations of Australia. According to QS World University Rankings, the University of Newcastle is recognized as Australia's #1 University under 50 years of age.

Newcastle's student population is just under 27,000 and includes some 6,000 international students from 80-plus countries. The support services are exceptional. As a CIS study abroad student, you'll get academic advising, personal counseling, and cultural counseling.

### SEMESTER AT UNIVERSITY OF WESTMINSTER

**Sample Courses:** Advertising, Introduction to PR & Advertising, Online Advertising & Promotional Culture, Adverts & Promotional Shorts, Cultural Industries & Media Markets

Our Semester at the University of Westminster program is located at the University of Westminster, England which was founded in 1838. The 2013 QS World University Rankings ranked the university's Media, Communications, and Journalism 1st (UK), 2nd (EU), 19th (World).

The University of Westminster enjoys an illustrious history going back over 165 years and is one of the largest universities in the UK. Situated in the center of London, it has a student body that reflects the diversity of the city itself, with nearly 5,000 international students from more than 150 countries. Westminster also has one of the largest and longest-running US study abroad programs, so it has a wealth of experience teaching and supporting US students.

### SEMESTER IN EDINBURGH

**Sample Courses:** Consumer Behavior, Dynamics of Branding, Brand Management, Emerging Markets, Direct & Digital Marketing, International Marketing, Retail Marketing

Our Semester in Edinburgh program is located at Edinburgh Napier University, Scotland. Founded in 1964, Edinburgh Napier University is recognized by the Privy Council and a member of the Association of Commonwealth Universities (ACU) and the European University Association (EUA). In 2014 the university was considered by Eduniversal to be the 31st best business school in the UK.

It is one of the largest universities in Scotland and was recently rated one of the top 2 "new" universities in the UK. Buildings from the 16th to the 21st centuries highlight the University's profile as a modern institution grounded in tradition. The student body is equally wide-ranging: over 30 percent of the University's more than 15,000 students are international, so you'll meet people from all over.

SUMMER ABROAD | JANUARY ABROAD | INTERN ABROAD | SEMESTER ABROAD | ALTERNATIVE SPRING BREAK



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