

V I P P

SUMMER
SCHOOL
2022

DIGITAL MEDIA CAMPAIGN



COURSE OUTLINE

We now live in a world of digital communication. Marketers believe that just being present digitally is enough, but it's quite the opposite. Today, there is so much information flooding digital media that the message is not seen, or it's ignored. Great ideas are the only solution. Great ideas let your message stand out and get noticed.

Digital Media Campaign is an intensive project-based program which will introduce students to the creative process of developing a digital media campaign from ideation to planning and creative implementation. Students will think up great ideas and work in a small group to develop a digital media campaign to promote an imaginary K-pop band's tour in the U.S. from Los Angeles to New York. Each day, students will learn from examples of the best digital campaigns and how every form of digital media needs different strategies and ideas.

Students will be tasked to develop a creative idea using various digital media including Twitter, Facebook, Snapchat, Billboard, TikTok, etc.

By collaborating on a hands-on project on a daily basis, from teaser campaigns to a short video production, international students will learn how to develop a creative social media and digital campaign for the U.S. markets. This entire process will be a fun ride, learning various media strategies and the ideation process.

The program features guest speakers who are advertising, media, or PR professionals and a visit to a local advertising agency, as well as WKAR, a public radio and TV station on MSU's campus and other facilities in the MSU College of Communication Arts and Sciences.

KEY FEATURES

- More than 35 instructional hours including lectures, activities and field trips.
- Cultural field trips to Detroit, the University of Michigan in Ann Arbor, and Lake Michigan/sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

VIPP.MSU.EDU
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+1 517 432 3663



PROGRAM DATES • July 25 - August 13, 2022

JULY 24	Arrival in East Lansing and check-in at dorms
JULY 25 - AUGUST 6	Program at MSU East Lansing campus
AUGUST 6 - 13 7 nights, 8 days	East Coast Trip Niagara Falls, New York City and Washington, D.C.

DAILY SCHEDULE

- All morning sessions will take place from 9:00 to 11:30 a.m.
- All afternoon sessions will take place from 2:00 to 4:00 p.m. unless noted otherwise.

INSTRUCTOR

Ross Chowles is professor of practice in the Department of Advertising and Public Relations at Michigan State University. Chowles and his independent advertising agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. He also has had the privilege of judging all over the globe, from Canada to South Korea and China.

FEES

- \$4,000 USD
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, MSU dinner, or any other living costs

ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student in advertising, communications, digital media, marketing, or related disciplines
- Intermediate English skills

SUMMER SCHOOL AWARD

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU College of Communication Arts and Sciences.

APPLICATION

Application opens on March 1, 2022 and closes on May 31, 2022.

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APPLY TODAY!

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GREEN BUILDING *and* DESIGN



COURSE OUTLINE

Green is MSU's color, however it is more than just a color that represents MSU. It is our way of life. MSU is one of the greenest campuses in the world. On our 5,200 acre campus, Spartans work every day to enhance our energy efficiency, grow our greenspace, and innovate with sustainable projects. Without a doubt, Michigan and MSU are premier destinations to learn about green building and sustainable design. MSU has earned a Gold rating from the Association for the Advancement of Sustainability in Higher Education (AASHE) for its sustainability efforts, becoming one of three Gold-rated institutions in Michigan. We have various LEED certified academic buildings on campus.

In the program, students will learn the principles and practices behind green buildings and sustainable design and its impacts and implications for their own living environment. The course will help students understand the fundamentals of green building, LEED certified buildings, and sustainable development as well as various green

building rating systems. Students will also have a chance to visit the green buildings on campus and in the community for hands-on learning. For a final group project, students will research one LEED certified building in the U.S., analyze design features of the building, and discuss future implications based on their case studies. Students will present their findings to faculty and fellow students. Upon completing this course, students will have developed expertise on sustainable design and planning, and will understand the current trends and future directions of sustainable design and planning.

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INSTRUCTOR

Suk-Kyung Kim, Ph.D., is Adjunct Faculty in Interior Design at Michigan State University and Professor in the Department of Interior Design and Built Environment at Yonsei University of South Korea. She has an expertise in green building, LEED, environment and behaviors, and evidence-based design. She received her BS and MS in Housing and Interior Design at Yonsei University and Ph.D. in Architecture from Texas A & M University. Dr. Kim is currently a member of the Board of Editors for the Journal of Architectural and Planning Research and Housing and Society Journal. She is the Editor-in-Chief for the Journal of Korean Housing Association. Dr. Kim was selected as one the most admired educators in Interior Design by DesignIntelligence in 2019.

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ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student in sustainability, interior design, urban planning, environment studies, construction or related disciplines
- Intermediate English skills

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GLOBAL ENTREPRENEURSHIP *and* INNOVATION



COURSE OUTLINE

The source of most economic growth comes from young companies—startups—led by skilled entrepreneurs. Across the world, entrepreneurs are regarded as the people who create jobs, generate wealth, and are the source of much innovation. In 2020, Michigan State University was recognized by The Princeton Review as a “Top 25” program for entrepreneurship. Our Global Entrepreneurship and Innovation Program offers students the opportunity to learn how entrepreneurs assess their business ideas, develop a business model and then “pitch” their ideas to investors.

The program also will guide students to consider the potential social and economic impact of their business ideas, which is essential to any sustainable enterprise in today’s global world. This program takes the view that entrepreneurship is a set of skills that can be developed, the entrepreneurial mindset and process can be learned, and this is done by the development and testing of business hypotheses.

This action-oriented, project-based and extremely experiential program will expose students to a broad range of business concepts, including but not limited to:

- Ideation processes
- The Business Model Canvas
- Customer Discovery
- The development of value propositions
- Market assessment and validation
- Developing a financial model
- Developing an investor pitch

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INSTRUCTOR

Dr. Aubrey Wigner is an Assistant Professor at MSU Broad Business College, where he teaches and develops courses for the Minor in Entrepreneurship and Innovation. He is a multi-awarding-winning faculty member who emphasizes deep engagement and hands-on practices in his classroom. He adopts Design Thinking, Improvisation, and Making, among many approaches, to help students identify problems and explore solutions in a creative and hands-on manner. His mission is to enable students to think about the world in a critical and empathic manner with a focus on creating a more just and equitable future for all. Throughout the program successful business and social entrepreneurs will also make guest appearances to share their stories.

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ADMISSION REQUIREMENTS

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- Intermediate English skills

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SMART TRANSPORTATION ENGINEERING



COURSE OUTLINE

Fully automated vehicles are no longer science fiction. In November 2021, Michigan State University introduced a 22-seat electric autonomous bus as part of its campus smart mobility ecosystem. Travelling across campus from the MSU Auditorium to the commuter lot on such an autonomous bus, passengers can enjoy a fully driverless experience. In the next few years, we will be sharing our roads with more and more driverless cars.

One of the technologies that makes this possible is active and intelligent communication between the bus and all traffic lights along its route. The study of this leading-edge technology is one of the key elements of this three-week-long intensive summer school program. Students will be working on a project in small groups to practice theory as well as application of smart transportation technology and engineering. The program aims to foster creative thinking and enhance practical engineering and problem-solving skills through hands-on lab experiments in a supervised setting. It will help students prepare for graduate level study

and research in any engineering discipline including Transportation Engineering, Mechanical Engineering, Electrical Engineering, Computer Engineering, and Artificial Intelligence.

Students will be introduced to an operational analysis of an on-campus highway intersection at the MSU Mobility Studio. The project will include data collection of existing traffic and geometric conditions. Field recorded data will be displayed on a CADD drawing of the project site. Analysis of the intersection will be performed through computer traffic simulations. Alternative solutions will be evaluated, taking into consideration future plans as well as changes in future travel demand. In addition to taking courses that will build their abilities to succeed in completing the project, students will also take field trips to various research labs that showcase the top caliber technology achieved by MSU's faculty and researchers in engineering and other disciplines. For example, the driverless car developed by the MSU research team of the CANVAS project is a fascinating innovation for students to experience.



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INSTRUCTOR

Anthony Ingle, PE, PTOE, is an expert in transportation engineering and planning. As an experienced teaching specialist in the Department of Civil and Environmental Engineering, he teaches courses such as Introduction to Transportation Engineering, and Transportation Planning.

GUEST SPEAKER

Dr. Zhaojian Li is an assistant professor in the Department of Mechanical Engineering and the Department of Electrical and Computer Engineering. Dr. Li is also a National Science Foundation Early Career Development Program awardee in 2021 for his research on clouding computing with 5G cellular data networks for road safety.

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MODERN PACKAGING



COURSE OUTLINE

Although we should not judge a book by its cover, we have to admit that in today's competitive commercial world, appearance and presentation influence our decision on most of our purchases. Well-designed attractive packaging will boost sales. But packaging as a science goes beyond the look. It is about function, material, safety, environment and waste, as well as culture and cost. Different products come with different packaging in terms of size, weight, shape, color, and material.

This is a three-week-long intensive summer school program with a focus on modern packaging and the fundamentals of packaging science. Students will be working on packaging science and design related projects in small groups, as well as exploring local packaging suppliers. The program offers full insight into all aspects of packaging, including function, materials, systems and processes, distribution and more. The program will be delivered by MSU Packaging School's experienced faculty. Students will leave this course better prepared to implement

virtual design and sustainability practices as they relate to packaging functions. The course will help students prepare for graduate level study and research in any packaging, food science or material science related disciplines.

Students will also receive career planning, professional development and leadership training, and participate in many fun activities. Various guided field trips, including a week-long East Coast trip, will be the highlight of the program, which provides great opportunities for students to understand and experience American culture.

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INSTRUCTOR

MSU School of Packaging faculty and staff will instruct the course, including Patrick McDavid, Dennis Young, and Kimberly Weir. **For over 65 years the School of Packaging at Michigan State University has been the leader in teaching, research and outreach focused on packaging containers, materials, and their functionality.** According to Universities.com, Best Colleges 2022 ranks MSU's School of Packaging as #1 in the U.S. and notes that MSU is the only school that offers a Ph.D. in this program.

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