COMMUNICATIONS STUDY ABROAD IN Mexico

Ensenada Mexico: Intersession 2017

• Ensenada is a resort city on the western coast of Mexico, which is a frequent tour destination for cruise ships and tour groups in Baja California. Ensenada features beautiful seaside vistas coupled with the warmth of Mexico’s culture!

• This course will be offered in collaboration with CETYS, which is a university system within Mexico. The linkage with CETYS will allow CSUF students to work together with students from Mexico on a tourism based campaign project. Students will travel to Ensenada for 1 week as part of the course.

• Course: International Public Relations (COM 470) which is a COM elective and an RTVF or HCOM collateral. This course will focus on the PR efforts behind tourism campaigns for Ensenada and Baja California.
  o The course project will be campaign focused and will result in a new tourism campaign for travel to Ensenada Mexico.
    ▪ Mexico’s image to tourists will also be a target of the campaign.

• Living arrangements: Students will live in a hotel which is located close to CETYS Ensenada campus, but yet close to the city of Ensenada.

• Costs To Attend:
  o Tuition: CSUF Tuition: $1200
  o Housing: Hotel- Estimate $300
  o Food: $200
  o Transportation $300

• Advantages:
  o Communications/ Public Relations Elective credit over intersession.
  o Fun exciting Ensenada in winter!

Contact Dr. Dean Kazoleas, Director of the Maxwell Center for International Communications & Media: dkazoleas@fullerton.edu

Deadline: October 31, 2016

GET MORE INFORMATION AT: WWW.COMSTUDYABROAD.COM