

COMMUNICATIONS STUDY ABROAD IN Mexico

Ensenada Mexico: Intersession 2020

- 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, a university system in Mexico. The linkage with CETYS will allow CSUF students to work with students from Mexico on a tourism based campaign project. Students will travel to Ensenada for 1 week in January as part of the course.
- Course: International Public Relations (COM 470) which is a COM elective and a CTVA or HCOM collateral taught through CETYS University with CSUF Faculty. This course will focus on the PR efforts behind tourism campaigns for Ensenada and Baja California.
 - 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.
- Estimated Costs To Attend: \$1000
 - Tuition: CETYS Tuition: Est. \$300
 - Housing: Hotel- Estimate \$300
 - Food: \$200
 - Transportation \$200
- Advantages:
 - Communications/ Public Relations Elective credit over intersession.
 - Fun exciting Ensenada in winter! Optional trips to wine country and zip-lining.



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Deadline: October 1, 2020

GET MORE INFORMATION AT: WWW.COMSTUDYABROAD.COM