

2018 Sample Schedule*

Day 1 Program Arrival and Team Selection

Campus Tours & Introduction to St. John's University
Program Welcome Address
St. John's Media and Mass Communications Showcase

Day 2 Topic Introductions and Project Roles

Faculty Introductions and Exposure to Immersion Focus Areas

- **Advertising**
- **Film**
- **Journalism**

Topic Project Introduction and Role Selection

St. John's Media & Mass Communications – Networking Dinner/Social
Current Trends/Topics in Media and Communications

Day 3 Project Kickoff and Topic Immersion

St. John's Faculty Instruction – Varies by Immersion Focus Area:

- **Advertising** – *Reviewing Product Case Study(ies)*
- **Journalism** – *Viewing the World Through the Lens of Current Events*
- **Film** – *Visual Grammar. Filming Techniques*

Small Group – Team Project Work

Field Excursion – Explore the Epicenter of Entertainment: Times Square and Rockefeller Center; Explore midtown

Day 4 Project Work & Feedback

St. John's Faculty Instruction – Varies by Immersion Focus Area:

- **Advertising** – *The Creative Process – Right Brain Thinking*
- **Journalism** – *New Advancements & Historical Perspectives in Journalism*
- **Film** – *Putting it all Together – Editing*

Small Group – Team Project Work

Project Status Review – St. John's Graduate Student Review

Careers in Media Seminars and Networking

Program Social – Loung'n on the Quad

Day 5 Project Work and Topic Immersion

St. John's Faculty Instruction – Varies by Immersion Focus Area:

- **Advertising** – *Who's the Customer? Audience Identification*
- **Journalism** – *Applications of Journalism*
- **Film** – *Putting It All Together – Sound Design*

Small Group – Team Project Work

Field Excursion – Immersion Focus Area Aligned Visit Including Tour and Talk-back(s):

- **Advertising** – *Citi Field*
- **Journalism** – *ABC News*
- **Film** – *NBC Studio Tour*

Cultural Immersion – 9/11 Memorial and Battery Park

Day 6 Finalizing Project Work

St. John's Faculty Instruction – Varies by Immersion Focus Area:

- **Advertising** – *The Art of the Tagline*
- **Journalism** – *Modern Journalism: The Rise of Social Media*
- **Film** – *Putting It All Together – Motion Graphics, Color Correction*

Small Group – Team Project Work

St. John's Admissions – Surviving College

Envision Career Navigator – Mapping Career Pathway(s)

Day 7 Presenting Project Work

St. John's Faculty Instruction – Varies by Immersion Focus Area:

- **Advertising** – *Advertising in Action – Designing of an Ad*
- **Journalism** – *Journalism in Action – Feature Story Creation*
- **Film** – *Film in Action – Creating an Interview for a Documentary*

Small Group – Develop Project Presentation

Small Group – Presentation Practice

Small Group – Presentation Delivery

Closing Keynote Address – VIP Speaker

Featured Program Presentations

Day 8 Program Closing & Departure

Small Group – Final Team Meeting

Student Departure

**This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2018 specific schedule, locations, and details may be modified.*