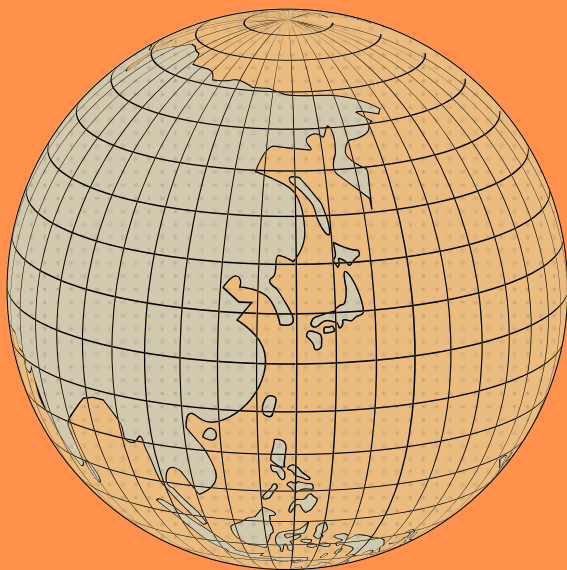


GERMANY MAYMESTER CAMPAIGN

See it, Live it, Tell it.



Journalism 531
Fall 2023

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Executive Summary

Our client is Scott Farrand and our campaign is for the Germany Multimedia Maymester program through the University of South Carolina, College of Information and Communications. Our team was tasked with creating a campaign with the idea of raising attendance for the program in mind.

To conduct our research, we created two surveys, one for students who have been on the Germany Maymester Trip and the other for all CIC students to gauge their level of interest and prior knowledge in the CIC study away programs. One of the top findings of our research confirmed to us that students are interested in participating in the program but the advertising, specifically the program's social media, is undervalued. When we asked students how they heard about the trip, only 9.09 % responded that they heard about it through social media. In addition, 54.55% of our respondents answered "no" when asked if they followed @uofsc_cic on Instagram. A second major finding in our research that coincides with the first is that more than half of our respondents stated they have an interest in studying abroad in the future. These findings were helpful in developing our campaign because our tactics primarily involve social media posts on Instagram and Facebook in order to get information about the programs out there.

Our campaign seeks to accomplish the goal of ensuring students have the opportunity to grow personally, socially, and professionally through the Germany Multimedia Maymester. We have chosen two target audiences, students and parents of students enrolled in the USC CIC. We believe these are the most important audiences because we want students to want to attend the Germany Maymester and parents to want their children to attend. Our main strategies are to educate students and parents on the opportunity at hand as well as to educate them on the scholarship opportunities available. We want to thank you so much for working with us throughout this semester. We believe we have created a campaign that can benefit your program, and we are so excited to be a part of it.

Research

The multimedia Maymester in Munich and Berlin, facilitated by the School of Journalism and Mass Communications and led by Professor Scott Farrand, has been operating for 15 years, showcasing its effectiveness and popularity among students at the University of South Carolina. This trip stands out due to its unique and immersive design, aimed at fostering creativity and cultural exploration, making it one of the longest and most successful study abroad programs at the university. For this campaign, we have been tasked to help increase participation.

Regardless of their major or prior experience, all students are welcome to participate. During this two-week Maymester, students work in groups to undertake multimedia production projects, which include storytelling, videography, photography, design, data visualization, and more. Unlike traditional classroom courses, this trip is hands-on, encouraging active engagement in the learning process. Conducting classes on the streets provides a perspective few tourists ever experience. By exposing students to international environments, they return home not only with captivating stories but also with life-changing experiences.

The program's cost of \$4,035 covers airfare, accommodations, daily breakfast, and some ground transportation during the two-week stay in Germany. Additionally, students must pay USC tuition for the 3-credit course, estimated at \$1,550 (in-state tuition). Other expenses include a \$180 USC study abroad application fee, and an additional \$180 for in-country travel and cultural excursions. Students are also advised to budget \$30 per day. Financial support is available through various scholarships, including CIC scholarships ranging from \$1,000 to \$1,500, as well as study away scholarships specific to this course. To attend, students must fill out an application and submit a fully refundable \$500 deposit, which remains refundable until February 1, 2024.

https://sc.edu/study/colleges_schools/cic/internal/undergraduate_student_services/study_away/international/germany/index.php

Strengths

The multimedia Maymester in Munich and Berlin has been a great opportunity for students to expand their knowledge and interact with different cultures around the world. The program has been gaining extreme traction over the past couple of years and has been making huge impacts on students' lives here at USC. The program has been around for 15 years now and has allowed students to travel the world and make memories and relationships that will last forever. The main missions for students on this Maymester trip are to truly experience foreign culture while having fun, obtaining knowledge, and interacting with foreign students and citizens.

Some strengths that this Maymester program has over full semester abroad programs are that it is much easier on the student financially, as well as lighter travel and a smaller, more compact group of students causing more interactions between the students and professors. Compared to full semester abroad programs, students will be saving tons of money on this specific Maymester. The students are tasked with different responsibilities throughout the trip but are not overloaded because the overall mission of the trip is for the students to experience things for the first time and get a cultural grasp of life and responsibilities in different cultures and countries. Students are also exposed to ample amounts of business opportunities and connections internationally while they travel.

Past students in the program have given outstanding reviews of the overall trips and interactions they were able to experience. Former student Amelia Schroeder discussed her experience on USC's study abroad page and expressed how the European lifestyle and culture were a shock to her at first but she was able to grow and expand her knowledge to further understand their lifestyles of shopping, public transportation, and language. She describes the experience as life-changing and was so glad that she was able to make the leap of faith and participate in the program.

On USC's education abroad page, you can find information about the specific Maymester in Berlin and Munich along with a blog from a student who went on the trip and what they experienced while on the trip. Scholarship money is offered on the trip as well to further sway students to apply for the program. As a way to complete a three-credit course, the trip offers priceless knowledge and experience that no ordinary classroom has to offer.

Weaknesses

Internally, the program is weak in its advertising. Besides the page on the USC study abroad site, there is very little exposure after that. This program specifically does not have an Instagram, TikTok, or YouTube channel to highlight some of their key moments and adventures on the trip. Another weakness that the program faces is the fact that some students just do not want to study in Munich or Berlin compared to other countries such as Spain, Italy, and France.

Financially, the trip may also steer students away. Although the Maymester program is the shortest in length and probably most affordable for the students, it is still a very large financial commitment that young students will have to make.

Opportunities

The opportunities that the program offers are countless. Students being able to expand their knowledge while experiencing a different culture of learning makes for tons of new relationships, business opportunities, as well as cultural benefits and understandings. Students being able to connect with foreign students and citizens allows them to make remarkable improvements to their character as well as their overall benefit of being a student.

Scholarship opportunities are also offered for the program, a great way to make it easier on students financially while also being able to complete a three-credit course. Students enrolled in study abroad programs supported by the College of Information and Communications are eligible for scholarships from the School of Journalism and Mass Communications. This year, they expect to give between 12 and 15 students who are going to either the Munich/Berlin Maymester or Barcelona program \$1,000 to \$1,500 in scholarships.

Offered through CIC, the trip is also showcased on their media channels across campus and online. This is a great way to advertise your personal experiences on the trip as well as meet new people and build new professional relationships with students and professors seeing the work you have completed on the trip.

Threats

The threats imposed on this program mainly consist of safety concerns for students and parents, along with competitors from other Maymesters and semester-long study abroad programs. Parents of USC students may not feel comfortable sending their child to this program in a foreign country compared to taking a class over the summer and saving money. Also, students who are looking for this type of experience might consider semester-long abroad opportunities to further extend their overall experience from just three weeks to three months. This program is also not as strong as other programs in advertising and exposure due to its lack of social media. The possible threats to the program coexist with the current weaknesses expressed previously.

Campaign Analysis

The Munich/Berlin Maymester has many great opportunities for students to change lives and experience something very few people are able to. However, there are many weaknesses to the overall program in their lack of advertising on social media and how they match up against other study abroad programs which can limit the number of students who would want to participate. The goals and challenges of the campaign are to expand their advertising and social media presence further as well as advertise the strengths and opportunities of the program that make them superior to their competitors. There is also an opportunity to advertise students' personal experiences and memories that they have made on the trip to further gain awareness for the overall fun and opportunity the program has to offer. Overall we look to find ways that we can increase the amount of students to go on this trip and express the realities it has to offer.

Research Goals

Our research served to help us understand how students heard about the program and what drew them to it. We wanted to determine the social media platforms our target audience uses to expand the branding and advertising of the program. We aimed to understand why Munich and Berlin are popular destinations as opposed to other European countries offered in other programs. We wanted to find out how to make students more aware of the Munich and Berlin program and find a way to increase the number of participants.

Methodology

We executed an online survey that was made up of multiple-choice, close-ended questions, and then some open-ended questions as well. Since students are our target demographic and this study method makes it the simplest to reach them, we chose to use it. When responses are provided, students are likely to respond to every question and give us the best data.

Sample

For our surveys, we sent them out to students who are potentially interested in study abroad opportunities, as well as students who have already studied abroad. The survey link was texted out via messages and GroupMe. The Germany survey garnered 27 responses, while the shared survey with Team Barcelona received 18 responses.

Research

Questionnaire for students that attended the Germany Multimedia Maymester

→ Introduction:

Dear Students and Alumni,

We are a group of Public Relations students at the University of South Carolina. You are receiving this survey because you have participated in the Germany Maymester. By completing this survey, you will help us gain insight into student experience with the Multimedia Maymester in Germany. Our main goal is to gather information that reflects the success and impact of this program in order to promote it to future students. Your responses will remain anonymous and confidential. If you have questions or concerns please email Isabelle at snellini@email.sc.edu. The survey will take approximately 5-10 minutes. Thank you for your participation. We truly appreciate your efforts and involvement in providing insights into the Multimedia Maymester in Germany.

Sincerely,

Public Relations Students

*If a question does not apply to you, please skip it and continue moving through the survey

Q1. Are you an SJMC student attending the University of South Carolina?

Yes

No

Q2. If you are not a current student, what year did you graduate?

Open-ended

Q3. How likely are you to recommend the Multimedia Maymester in Germany to other students?

Very likely

Likely

Neutral

Unlikely

Highly unlikely

Research

Q4. If you answered “A” or “B”, why would you recommend this trip?
open-ended

Q5. If you answered “D” or “E”, why wouldn’t you recommend this trip?
open-ended

Q6. Do you believe you grew as a student academically as a result of participating in the Germany Maymester?
Yes
No

Q7. If you answered “yes”, in what ways did you feel like you grew?
open-ended

Q8. Do you believe this trip changed you as a person?
Yes
No

Q9. If you answered “yes”, do you feel this change was positive and beneficial?
Yes
No

Q10. If you answered “yes”, what are some examples of the positive change you feel you have gained from this experience?
open-ended

Q11. What was your favorite thing about the trip?
open-ended

Q12. Do you feel like this trip better prepared you for life after college?
Yes
No

Q13. If you answered “yes”, how did this trip prepare you for life after college?
Open-ended

Q14. Did anything surprise you about your experience, and if so what?
open-ended

Q. 15. How satisfied were you with your living accommodations?
Very satisfied
Satisfied
Neutral
Unsatisfied
Very Unsatisfied

Research

Q16. Did you have any health or safety concerns while on this trip?

Yes

No

Q17. If you answered “yes”, what are some ways you could have felt safer?

open-ended

Q18. How comfortable did you feel being immersed in another culture?

Very comfortable

Comfortable

Neutral

Uncomfortable

Very uncomfortable

Q19. If you answered “D” or E”, what could have been done by SJMC to make you feel more comfortable?

open-ended

Q20. Which best describes your overall satisfaction with the Germany Maymester trip?

Very satisfied

Satisfied

Neutral

Unsatisfied

Very Unsatisfied

The following questions are optional.

Q1: Gender

Male

Female

Other

Q2: Are (or were you) an in-state or out-of-state student when you attended the Germany Maymester?

In-state

Out of State

Q3: Major

Journalism

Broadcast Journalism

Mass Communications

Advertising

Public Relations

Visual Communication

Information Science

Research

Survey for all students in the CIC

The students of the JOUR531 Public Relations Campaigns class are conducting this survey to determine the level of interest that CIC students have in the CIC's study abroad programs and to evaluate how these programs are promoted. The questionnaire should take no more than 15 minutes to complete. All of the information that you provide will remain anonymous and confidential.

If you are not a student at the USC CIC, please exit this survey.

Thank you for your participation!

Survey Questions:

Section 1: Personal

The first set of questions will evaluate your personal goals. Please select the option that best describes your answer.

1. Are you familiar with the study abroad programs offered by the CIC?
 - a. Yes, I have heard of the CIC study abroad programs.
 - b. No, I have not heard of any CIC study abroad programs.
2. Have you completed a study abroad program?
 - a. Yes, I completed a CIC study abroad program.
 - b. Yes, I completed a study abroad through the USC education abroad office.
 - c. Yes, I studied abroad independently.
 - d. No, I have not completed a study abroad program.
3. Are you interested in studying abroad in the future?
 - a. Yes
 - b. No

Research

4. On a scale from one to five, how much do you agree with the following statement: "I believe that studying abroad provides students with the opportunity for personal growth."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Section 2

Please tell us how strongly you agree or disagree with each of the following statements (1=strongly disagree; 5 = strongly agree).

1. "Creating professional connections is important to me."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

2. "I want to challenge myself academically."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

3. "I am eager to learn more about other cultures."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

4. "It is important to me that I make progress toward my degree while on a study abroad program."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

5. "I enjoy meeting new people."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

6. "I enjoy trying new things."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

7. "I would be more comfortable traveling to a foreign country if I was with someone that I already know."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

8. "I believe that studying abroad offers students the opportunity to form lasting relationships with peers."

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Research

Section 3

1. How did you hear about the CIC study abroad trip to Barcelona? Select all that apply.
 - a. Flyers/TV in the SJMC
 - b. Professor in class
 - c. Students who participated previously
 - d. Social Media
 - e. SJMC school newsletter/CIC News
 - f. Advisor
 - g. This is my first time hearing of this trip
 - h. Other
2. How did you hear about the CIC study abroad trip to Munich? Select all that apply.
 - a. Flyers/TV in the SJMC
 - b. Professor in class
 - c. Students who participated previously
 - d. Social Media
 - e. SJMC school newsletter/CIC News
 - f. Advisor
 - g. This is my first time hearing of this trip
 - h. Other
3. Which of the following promotional materials would you most likely use to seek information about study abroad opportunities?
 - a. Flyers
 - b. Word-of-mouth
 - c. Social Media
 - d. SJMC school newsletter/CIC News
 - e. Other
4. Do you follow @uofsc_cic on Instagram?
 - a. Yes
 - b. No
5. Do you read the cicNEWS?
 - a. Yes
 - b. No

Research

Section 5: Financial

Please tell us how strongly you agree or disagree with each of the following statements (1=strongly disagree; 7 = strongly agree).

1. “My extracurricular activities are dictated by my finances.”

1. Strongly disagree 2. Somewhat disagree 3. Disagree 4. Neutral 5. Agree 6. Somewhat agree 7. Strongly agree

2. “I would like to travel to a foreign country if I were in the financial position to do so.”

1. Strongly disagree 2. Somewhat disagree 3. Disagree 4. Neutral 5. Agree 6. Somewhat agree 7. Strongly agree

3. “Offering students the option of a low-budget study abroad program makes studying abroad more accessible.”

1. Strongly disagree 2. Somewhat disagree 3. Disagree 4. Neutral 5. Agree 6. Somewhat agree 7. Strongly agree

4. “Paying in-state class tuition would lower the cost of my education.”

1. Strongly disagree 2. Somewhat disagree 3. Disagree 4. Neutral 5. Agree 6. Somewhat agree 7. Strongly agree

5. If you decide to participate in a study abroad program, how will you pay for it? Select all that apply.

1. Scholarships
2. Financial Aid
3. Help from parents/family/friends
4. Self-funded
5. Unsure

Research

Demographic Questions

The next section is a series of demographic questions. These questions are optional. Only answer these questions if you feel comfortable doing so

1. What is your major?

Open-ended

2. What year are you?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior (4th or 5th year)

3. If you have not studied abroad, what year are you planning on doing so?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior (4th or 5th year)
- e. I am not planning on studying abroad

4. If you have studied abroad, what year did you do so?

- a. Freshman
- b. Sophomore
- c. Junior
- d. Senior (4th or 5th year)

5. What is your gender?

- a. Male
- b. Female
- c. Other

6. What is your ethnicity?

- a. African American
- b. Asian
- c. Caucasian
- d. Pacific Islander
- e. American Indian or Alaska Native
- f. Hispanic
- g. Other

Key Findings:

Please see Appendix A and B for the full survey results.

To conduct our research, we created two surveys, one for students who have been on the Germany Maymester Trip and the other for all CIC students to gauge their level of interest and prior knowledge in the CIC study away programs. Our research goals were to understand how students have heard about the program and what drew them to it as a way to specifically understand why Munich and Berlin are popular destinations among students. We wanted to determine which social media platforms our target audience (students) use to expand advertising. Lastly, we wanted to figure out how to increase student awareness of the program to ultimately increase the number of participants.

The data from our surveys did help in answering some of these questions. Firstly, the Germany survey helped us gain insight into why the destination is so popular among students as well as what makes the trip so successful. When students were asked an open-ended question about the positive changes they gained from the experience, they responded with a variety of answers seen below. Some of those answers included it made them more confident, independent, and comfortable outside their comfort zone, making long-lasting friendships, and gaining a new perspective on life. Similarly, when students were asked if they would recommend the trip and why, they mostly responded with “yes”, stating how it is a once-in-a-lifetime experience. The responses to these questions showed that this is such a popular destination and successful trip because of all of these qualities and students who have been on it would recommend it to other students. These findings helped us answer what drew the students to this program and why it is such a great experience from students’ perspectives. Additionally, when students were asked to state how satisfied they were overall with the trip, 61.54% said they were very satisfied, with 7.69% saying very unsatisfied.

The results from our shared survey with Barcelona also gave us insight and helped answer our research goals, specifically how students heard about the programs, what social media platforms they used, as well as how to increase participants. We asked the respondents how they heard about the trip, with 36.36% saying they heard it from students who participated previously and 27.27% saying they heard it through flyers/TVs in the SJMC. This shows that more can be done in the promotion of the trip and getting it out there to students, specifically on the social media end because only 9.09% heard about

it from the school's social media. In fact, 54.55% of our respondents answered "no" when asked if they followed @uofsc_cic on Instagram. From this survey it is clear students are aware of the benefits that studying abroad can offer. 63.4% answered "strongly agree" when we asked if they believe studying abroad provides students with the opportunity for personal growth - with none disagreeing or strongly disagreeing. Similarly, 54.55% stated they are interested in studying abroad in the future. So, from the data, we can conclude that students are interested in studying abroad but there is some disconnect in getting information about the program out there. We see social media as the biggest opportunity to get the information to students which is why our tactics primarily involve social media posts on Instagram and Facebook.

Ultimately the results of our data align with our strategic plan because they confirm that students are interested in participating in the program but the advertising is undervalued, specifically the program's social media which is a key way to get the message across.

Germany Past Participants Survey Data

- If you answered "yes", what are some examples of the positive change you feel you have gained from this experience?

If you answered "yes", what are some examples of the positive change you feel you have gained from this experience?

More carefree, more opened minded, more eager to learn

Confidence

Being comfortable outside my comfort zone, new friendships towards the end of my college career, being more free spirited, more culturally aware

Experienced a new culture while stepping out of my comfort zone

Gained a lot of independence

Experienced new cultures

It gave me a different perspective to life!

My soul feels empowered

experienced new cultures and gained more knowledge

Nope

Confidence, independence, new friends, experienced new things

If you answered "Somewhat likely" or "Extremely likely", why would you recommend this trip?

It was an amazing experience, when I learned so much and had so much fun.

Met the best people and learned many hard skills for creating a media story

Experience I've never had / will probably have again

Once in a lifetime

Met my best friends and experienced new cultures

It sounds like an amazing opportunity

Best trip ever!!!

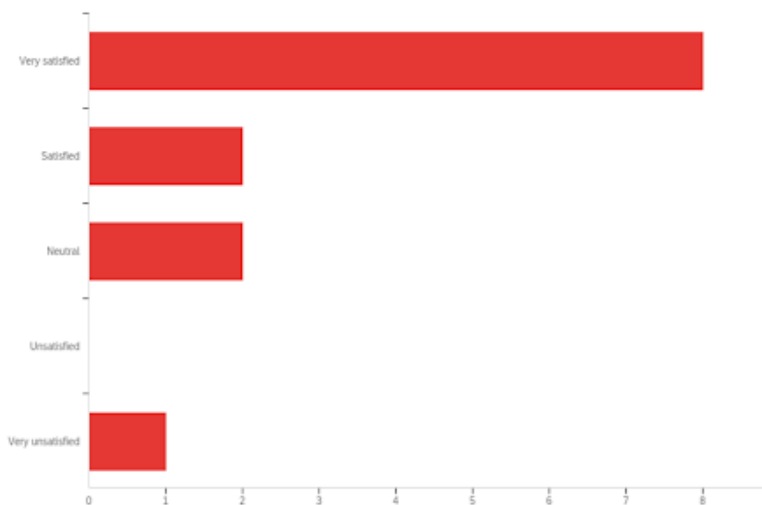
It was fun

Fun trip, very informative

Nope

Made new friends and experienced new culture

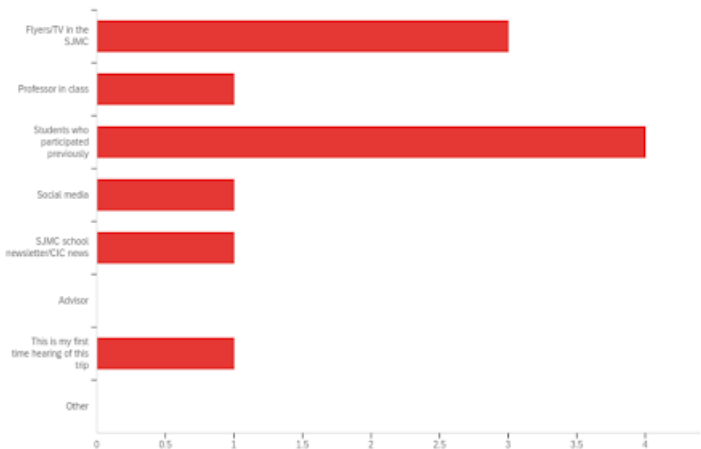
- Which best describes your overall satisfaction with the Germany Maymester trip?



Barcelona and Germany

Shared Survey Data:

Q9 - How did you hear about the College of Information and Communications study abroad trip to Barcelona?



Q11 - Do you follow @uofsc_cic on Instagram?



Q4 - On a scale of one to five, how much do you agree with the following statement: "I believe that studying abroad provides students with the opportunity for personal growth."

#	Answer	%	Count
1	1. Strongly disagree	0.00%	0
2	2. Disagree	0.00%	0
3	3. Neutral	0.00%	0
4	4. Agree	36.36%	4
5	5. Strongly Agree	63.64%	7
	Total	100%	11

Planning

Goal

Ensuring that students have the opportunity to grow personally, socially, and professionally through the Germany Maymester program while gaining multimedia skills.

Objectives

1. Increase by 10% the number of applications submitted to attend the Germany Maymester by January 1, 2024.
- **Audiences:** USC students, parents of students

Messages for students

1. The program is slightly over two weeks and is a relatively lower-cost study-abroad opportunity open to all majors.
 2. I will create memories that will last a lifetime and be immersed in another culture allowing me to grow in new ways.
- **Strategy for Students:** Educate students on the personal, social, and professional benefits they could have the opportunity to be a part of by participating in the Germany Maymester Program.

Tactics:

1. Drafted a script for past students who have attended the program to speak about their experience and how it benefited them.
2. Created and designed new posts for Instagram.
3. Created and designed flyers advertising the opportunity and eventually passing them out/display them on campus.

Planning

Messages to parents

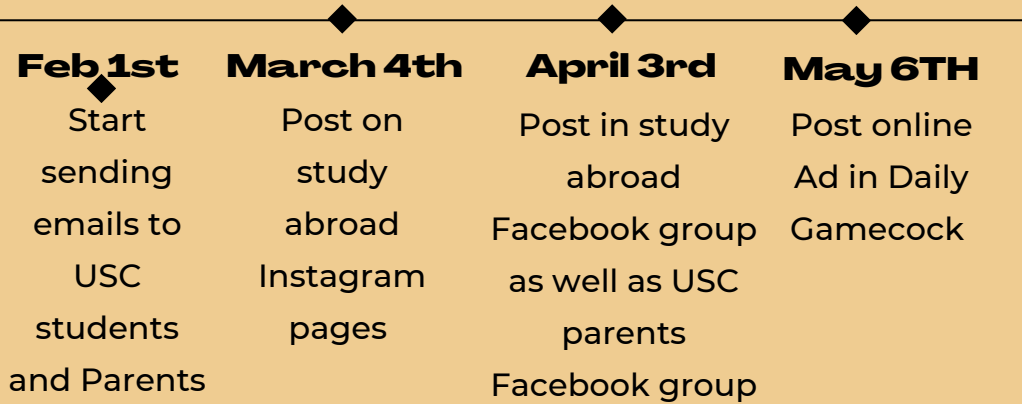
1. My child can apply for a multitude of scholarships that could give them the chance to grow personally, socially, and professionally
 2. My child has the chance to apply for both need and merit-based scholarships including national scholarships and grants, USC departmental scholarships and grants, and USC education abroad scholarships and grants.
- **Strategy for parents:** Educating parents on all the ways their child has scholarship opportunities that could give them the chance to attend the Germany Maymester.

Tactics:

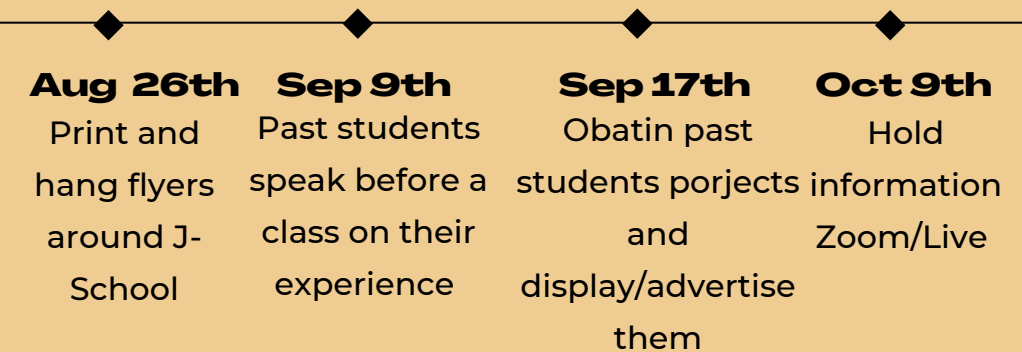
1. Created an ad for the Daily Gamecock.
2. Drafted talking points for a parent information session focusing solely on scholarship opportunities (Zoom).
3. Drafted a post for a specific parents study abroad Facebook page discussing the scholarship opportunities at hand.

Timeline

Spring Dates



Fall 2024 Dates



Budget

Tactic	Estimated Budget	Total
Ad in Daily Gamecock	\$350 (Quarter of page)	\$350
Printing Flyers	.05 cents a page (USC Library)	\$12.50 (250 flyers)
Paid media sponsored post	\$50	\$50
Total estimated budget		\$412.50

Implementation

Owned Media

- Isabelle - Creating flyers to post around campus.
 - We want to post flyers up around campus to continue to spread the word about the Germany Maymester. Our hope is students will see a flyer that is fun and inviting and be intrigued. Furthermore, if even one student takes interest in a flyer and spreads the word, we are bringing attention to our program and increasing word of mouth marketing.
- Julia - Draft a list of talking points to address during parents' informational Zoom.
 - The parents informational Zoom will be hosted by Scott prior to the registration deadline. From this we hope to gain the parents approval and encouragement for their children to attend the trip.
- Jason - Sending out an email to students.
 - It is to make students aware about the possible scholarships available along with the credit hours while still making the trip seem fun. I would advise to use this tactic at the start of the spring semester to make students interested who will be able to study abroad the next year so they can start planning ahead.
- Jason - Sending out emails to USC parents.
 - The scholarships would be advised stronger in this email since it is directly to the parents who are managing the students tuition most likely. Also assuring that their child will be safe on the trip as well as completing a project and receiving 3-credit hours. Would still advise to use this tactic in the spring to have parents discuss it with their child and give them proper time to make accommodations.

Germany Multimedia Maymester

May 6 – May 23

Application deadline: March 1st



**There are many scholarships available
through the study abroad office!**

**Scan the QR code
to learn more!**



SCAN ME

Talking points for parents' informational Zoom:

Overview of the Multimedia Maymester:

- Briefly introduce the Multimedia Maymester in Munich and Berlin.
- Emphasize the unique learning opportunity it offers by conducting classes on the streets and exploring hidden sites. Highlight that this is a hands-on course where students will work in teams to create multimedia projects encompassing words, video, photography, data visualization, and design.
- Emphasize the practical skills students will gain through real-world projects.

Cultural Exploration:

- Mention surprise excursions that are part of the trip to sample the country's culture.
- Emphasize the experiential aspect of the program, providing students with a deeper understanding of German culture.

Pre-Departure Meetings:

- Explain the importance of the mandatory monthly group meetings during the Spring semester to prepare students for the trip.

Program Details:

- Provide details on the dates of the program (May 6 – 23) and the breakdown of time spent in Germany and at the J School post-trip.

Inclusivity:

- Emphasize that the program is open to all majors, and no prior experience is required.

Course Information:

- Introduce the course details (JOUR 596)

Language Requirements:

- Clarify that knowledge of German is not required.

Trip Leaders:

- Introduce the trip leaders, including Scott Farrand and another faculty member to be announced (TBA).

Class Size:

- Mention that the class size is limited, creating an intimate and engaging learning environment.

Cost Breakdown:

- Outline the total cost of \$4,035, including airfare, accommodations, daily breakfast, and some ground transportation.
- Explain additional costs, such as USC tuition, study abroad application, in-country travel, and cultural excursions.

Scholarship Opportunities:

- Highlight available CIC scholarships (\$1,000 - \$1,500) and other study-away scholarship opportunities within the college.

Financial Assistance:

- Encourage parents to explore financial assistance options and mention the availability of scholarships.
- Provide information on meeting with Scott Farrand to discuss further options if affordability is a concern.

Application Process:

- Stress the importance of applying early due to limited spots.
- Explain the \$500 deposit requirement to secure a seat, emphasizing the refundable nature until Feb. 1, 2024.

Communication Channels:

- Provide contact information, particularly Scott Farrand's email (farrand@mailbox.sc.edu), for any additional questions or information.

Encouragement:

- Encourage parents to discuss the opportunity with their students and consider attending an informational session to learn more.

Closing Remarks:

- Express enthusiasm for the program and the potential life-changing experience it offers.
- Reiterate the importance of early application and prompt communication for interested students.

Email to students

Dear Students of USC,

I wanted to share some exciting news regarding a wonderful study-abroad opportunity for you in Germany.

Studying abroad is a life-changing opportunity that allows students to expand their horizons, acquire useful skills, and fully immerse themselves in a foreign culture. Students participating in the program will be given an exceptional chance to learn about the vibrant cities, diverse landscapes, and lengthy history of this intriguing nation.

During your time in Germany, you will complete multimedia projects and assignments that will count for 3 credits toward your degree. Along with improving your academic knowledge, you will gain priceless life skills like adaptation, independence, and cross-cultural understanding.

Students will be eligible for scholarship opportunities when you apply for the program to make the trip easier on you financially.

Our program is designed to guarantee your health and safety during your visit. Our devoted team of professionals will offer direction and encouragement, making sure you have a positive and enjoyable experience.

I warmly welcome you to our upcoming information session, where we will go over further specifics of the program, answer any questions you may have, and answer any concerns. It will be a fantastic chance to network with other students and discover more about the advantages of studying abroad.

If you have any immediate questions or would like more information, please don't hesitate to reach out to me directly at farrand@mailbox.sc.edu.

We appreciate you considering this amazing opportunity. In addition to enhancing your academic careers, we think studying abroad in Germany will help you become world-ready global citizens.

Best regards,

Scott Farrand
Senior Instructor
School of Journalism and Mass Communications
College of Information and Communications
farrand@mailbox.sc.edu
803-777-6422

Email to parents

Dear Parents of USC,

I hope this email reaches you in good spirits. I wanted to let you know about an amazing Maymester opportunity for your child in Germany.

We are excited to present a unique Maymester program in Germany to Munich and Berlin, offering students the opportunity to go to historical sites, experience the rich German culture firsthand, and earn invaluable academic credits. This program will also count as a 3-credit class for your child.

In order to make this experience more accessible, we are providing various scholarship opportunities for students. This program will be more affordable for your child as these scholarships will help with financial aid toward some of the expenditures.

The goal of this Maymester program in Germany is to offer a distinctive educational opportunity that blends classroom instruction with cultural exploration. In addition to taking part in a variety of academic and cultural events, and developing a multimedia project along the way, students will get the chance to interact with local communities and explore famous cities and sites.

We feel that this program will help your child improve academically and personally in addition to expanding their horizons. They have a fantastic opportunity to learn priceless skills, make memories that will last a lifetime, and broaden their perspective on the world.

To learn more about this exciting Maymester opportunity and the scholarship application process, I encourage you to visit our website linked below, or contact me directly. We are more than happy to answer any questions you may have and provide further details.

Thank you for understanding and attention, and we look forward to the possibility of welcoming your child to this enriching Maymester program in Germany.

Kind regards,
Scott Farrand
Senior Instructor
School of Journalism and Mass Communications
College of Information and Communications

Implementation

Earned Media

- Julia - Draft a script for past students who have attended the program to speak about their experience and how it benefited them.
 - Student testimonials will be used for students to hear past participants personal experience, and why they enjoyed and recommend the trip. These can be read aloud in class, as well as displayed on promotional flyers, and social media posts.

Student Script:

speak about their experience and how it benefited them

“When I first signed up for the Multimedia Maymester in Germany I did not fully understand what an impact 17 days abroad could be. I signed up alone and with the intention to have a good time, learn a lot, and come back to Columbia with a story to tell. Instead, I had an experience that changed me as a person and came home with 15 new best friends.

Within days in Munich, I started to understand how different the European culture and lifestyle is from our own. The public transport, the shopping, and the greetings were all very foreign to me. With my eyes and through the lens of my camera, I learned to see the world from a perspective I had previously never considered.

I am not a well-traveled person, but my parents wanted me to be able to take this experience and make the most of it. Having received a scholarship for this trip was one of the reasons I was able to attend. I am so grateful to have been given the opportunity with this funding to go to a country I would not otherwise have ever seen.” -Amelia Schroeder

Implementation

Shared Media

- Emma - Create and design new posts for Instagram
 - These posts would create engaging content for students/potential participants. Social media is potentially a very key way to get information about the trip out to students in an engaging way. I would start posting them in the spring and follow through into the fall up until the deadline to sign up.
- Emma - Post about the scholarship opportunities available on the study abroad Instagram page
 - Posting about the scholarship opportunities on Instagram will help spread information about scholarships available and deadlines to apply for them. Since the deadline passed for this year, I would start posting this in the spring and the fall to give students time to apply for next year's trip.
- Isabelle - Create a post in parent-specific Facebook study abroad groups
- Isabelle - Post in a specific parents study abroad Facebook page discussing the scholarship opportunities at hand
 - It is crucial to post in parent specific study abroad facebook groups because parents want to ensure that their kids are given optimal opportunities and are in safe hands. There should also be a post about scholarship opportunities so that parents can realize study abroad is still an option if finances are an obstacle.
- Julia - Obtain some examples of students end of the program projects to post in parents specific groups giving parents the chance to see real work their kids could be a part of
 - Students past projects can give parents a glimpse of what their child could be apart of. We recommend sharing them in parents specific groups online including the study away Facebook page, and the informational Zoom.

Instagram posts

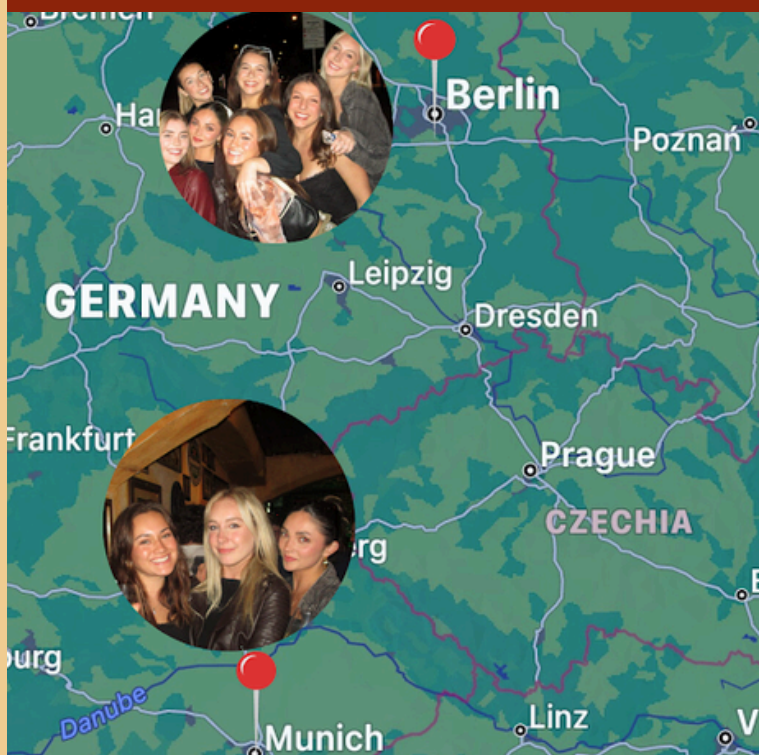


Instagram posts



"Going to Germany changed my life. From the people I met, the places I visited, and the memories I made, I'm so glad I went."

-Julia Dottino, USC senior



Instagram post - scholarships

GERMANY MAYMESTER SCHOLARSHIP INFO

- Mary Caldwell Study Abroad Scholarship:
\$1,000 - 1,500 scholarships to
approximately 12 students.
- Complete the study away scholarship
application by December 1, 2023.
- For more information email Scott Farrand:
farrand@mailbox.sc.edu



Facebook post

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farrand@mailbox.sc.edu



Your child has the opportunity to grow professionally, socially, and personally through the Germany Maymester Program at UofSC. The program is just over two weeks and is a relatively low-cost study abroad program open to all majors. During their time in Germany, they will be split into small teams where they will interview Germans in Berlin and Munich. They will create projects that include a written story, video project, design project, photographs, and other creative art forms. For more information visit:

https://sc.edu/about/offices_and_divisions/education_abroad/plan_your_experience_abroad/program_directory/gcp_farrandmm.ph

Facebook post



Dear parents,

If finances are an obstacle stopping your child from having the opportunity to study abroad, please look into the multitude of scholarships we offer for students studying abroad. We offer both need and merit-based scholarships including national scholarships and grants, USC departmental scholarships and grants, and USC education abroad scholarships and grants.

For more information:

https://sc.edu/about/offices_and_divisions/education_abroad/plan_your_experience_abroad/find_scholarships/usc_study_abroad_scholarships/index.php

Student example to post on Facebook

**IN WITH THE OLD,
OUT WITH THE
NEW. NOT JUST
YOUR
GRANDMA'S CLOTHES**

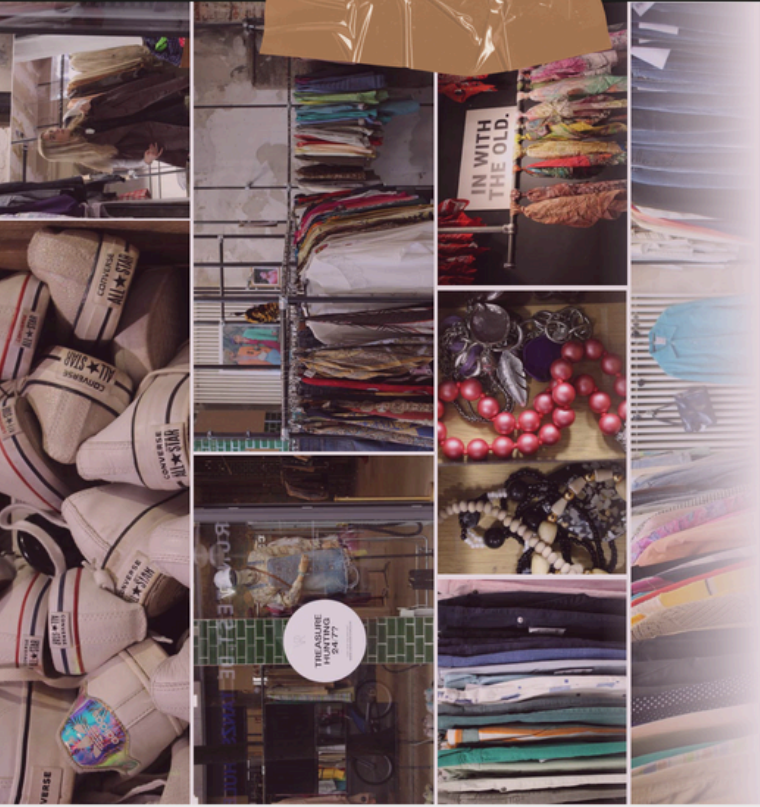
Embracing Vintage: A Sustainable and Ethical Fashion
Movement Defying Fast Fashion's Grip.



“VINTAGE CLOTHES ARE NO LONGER THOUGHT OF AS OUTDATED GOOD- FOR-NOTHINGS.”

THE VINTAGE FASHION SCENE has grown in popularity for a number of reasons: one being a resistance to fast fashion – cheap clothes, both in quality and price, made rapidly in bulk to keep up with the latest trends. Fast fashion is detrimental to the environment and ethically foul, being everything vintage is not.

Vintage clothes' preowned condition makes the items eco-friendly and sustainable. Rewearing and reselling pieces made over 20 years ago is a prime example of recycling, and a testament to the longevity and quality of the clothes. Plus, there's no present harm to the environment in the manufacturing of these clothes.



when sourcing for her shop. Despite the clothes being second-hand, the quality just isn't up to par because they aren't well-made nor durable. Vintage clothes are better quality because of the materials used and the manufacturing techniques of the items. The fabrics don't include microfibres, but instead, natural materials like silk, cotton and cashmere. The thread counts are higher and items tend to be tightly woven. In earlier decades,

Today, clothes are affordable and trendy in efforts that consumers feel like they can keep up with celebrities and social media influencers. There's also an instant gratification factor in

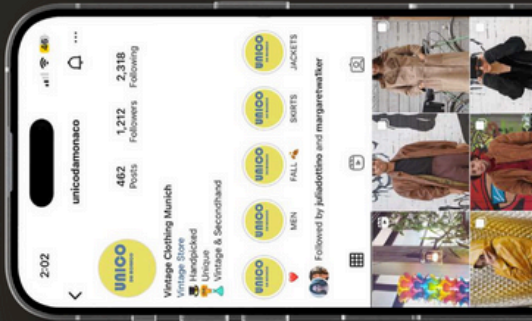
THE FASHION INDUSTRY USES NEARLY 25 BILLION GALLONS OF WATER PER YEAR

buying something new. The cheaply made products intertwined with excessive consumerism ultimately results in the clothes becoming waste. 85% of all textiles end up in landfills, according to the University of Colorado Boulder.

Aside from the devastating environmental consequences resulting from fast fashion, there are massive, ethical problems in the industry. The clothes are manufactured in sweatshops in developing countries such as China, India and Indonesia. The working conditions are inhumane. Employees, including children, are exploited, forced to work up to 18-hour days, seven days a week, with pay equivalent to a couple dollars a day. Many consider it modern slavery.

Individuals in the vintage community are driven by these factors to shop secondhand. Knowing the environmental and ethical repercussions of fast fashion pushes people towards vintage. In one community of resellers, 43% of shoppers say sustainability is a deciding factor in what they buy, according to a report from The RealReal, an app for the resale of luxury items - many of which fit in the vintage category.

The resale market has recently seen massive growth from Gen Z and Millennials, the report says. With a 'first-of-its-kind' sustainability calculator, The RealReal was able to track the environmental savings of recycled items. Nearly 50,000 metric tons of carbon gasses were saved from being emitted and over 11,000 billion liters of water were saved. The power and positive effects of repurposing retired clothes is incredibly immense.



the case. In the last two decades, clothing consumption has increased nearly 400%. Fast fashion is largely responsible for this. It's a problem that's been around since the 1990s to describe Zara's 15-day production process. The items' quality deteriorates in the same rapid manner it's made. The clothes are intended to last only one to two seasons, and can easily be replaced considering how many new items

stores like H&M, Zara and Shein pump out per week. It's something tears of articles it's in a problem the item was likely 520 clothes and can be replaced. It's a problem that's been around since the 1990s to describe Zara's 15-day production process. The items' quality deteriorates in the same rapid manner it's made. The clothes are intended to last only one to two seasons, and can easily be replaced considering how many new items

According to Earth.org and reports released in the last five years, the fashion industry uses nearly 25 billion gallons of water per year, similar to the amount used by the United Nations. Textiles contribute 10% of humanity's total carbon emissions. Synthetic microfibres like nylon and polyester take hundreds of years to biodegrade and are responsible for 35% of the plastics polluting the oceans. This hasn't always been



Savannah Nagy, Margaret Walker, Julia Dottino, Olivia Chisholm

Implementation

Paid

- Jason - Online ad in the Daily Gamecock
 - The online ad, making it easy for students to access the site in having a link attached to the bottom. In the ad, it lists important dates such as application deadlines as well as trip duration. It also lists scholarship opportunities available along with the number of credit hours the student will receive. I recommend this tactic also be used in the spring along with the other online content.

Ad in Daily Gamecock



Munich & Berlin Maymester

May 6th - May 27th 2024

3-Credits, Scholarships, Explore!

Application Deadline: January 1st 2024

Visit https://form.jotform.com/uofsc_cmcis/munich--berlin-application

Evaluation

Owned

Flier: The ultimate measure of success will be measured through how many students apply for the Germany Maymester in 2024. If we increase the number of applicants by 10%, that is considered successful based on the goal of our campaign. We can look at website traffic again after fliers are posted or handed out because the link is included on the flier.

Talking points for parents' informational Zoom: This can be evaluated by the team or client based on its comprehensive coverage of the essential aspects. This may consider the clarity of the overview, effectiveness in highlighting the learning opportunities, and the hands-on nature of the course. The clarity and thoroughness of program details, inclusivity, cost breakdown, scholarship opportunities, and financial aid information are crucial for evaluating the script's effectiveness. The overall encouragement and enthusiasm expressed in closing remarks contribute to evaluating the effectiveness of the script in conveying the program's value. The ultimate measure of success will be whether or not more students sign up for the trip after their parent(s) participated in this session.

Email to USC Students: In the email to USC students, we wanted to make sure that we presented the information about the Maymester to the students clearly and concisely. We made sure to clearly explain the opportunity of 3 credit hours along with scholarships and financial aid offered for the program. We also wanted to make students aware of how fun the trip would be to travel to other cities and historic landmarks.

Email to USC Parents: Similar to the email sent out to USC students, we wanted to make sure that our message about the Maymester was presented in an interesting and clear fashion. We wanted to make the parents aware of the scholarships along with the 3-credit hours their child will be receiving. We can measure the success of this tactic by how many students sign up for this trip after their parent(s) received this information.

Earned

Student script: The script effectively conveys the transformative experience, highlighting personal growth and the formation of meaningful connections. The narrative provides insight into cultural differences experienced abroad, showcasing the student's ability to adapt and gain a new perspective, adding an appreciative tone. The evaluation of this script can focus on the ability to capture the essence of the program, emotional resonance, and its potential to resonate with the target audience, emphasizing the success of the campaign in promoting the program's unique value. Student testimonials can also be measured by how many students sign up for the program after hearing from students who have participated in the past.

Shared

Parent-specific Facebook post: For this tactic, I have included a link at the end so one way to track the success of this post could be to look at website traffic beginning at the time it was uploaded. This may help give us a good idea of how many people are looking into the trip based on the original post. We can also look at how many likes and comments the post receives to track its success based on interactions with the post.

Parent-specific Facebook posts about scholarships: This tactic is very similar to the parent-specific posts about the program in the way they can both be evaluated similarly. Again, we can look at the website traffic specifically on the scholarship information sections of the website. We can also look at post-interactions. We want people to ask questions and be drawn to click on the website. Ultimately, our measure of success will be shown if there is a higher number of scholarship applicants this year as opposed to last year or previous years.

Create and design new posts for Instagram: The measure of success for this tactic will be measured through follows, website traffic, likes, interactions, and most of all, sign-ups for the trip. We know from our research that not many of the students followed the @uofsc_cic Instagram, so creating engaging content for students to interact with to ultimately allow them to gain more information about the trip and sign up is how we can measure the success of this.

Post the scholarship opportunities on the study abroad Instagram page: We can measure this similarly to the Facebook post offering information about scholarship opportunities. Even though the audience is different because this post is primarily targeting students, the measure of success will be indicated if there is a higher number of scholarship applications this year. In addition, we can look at likes, comments/questions under the post, and website clicks to gauge its success.

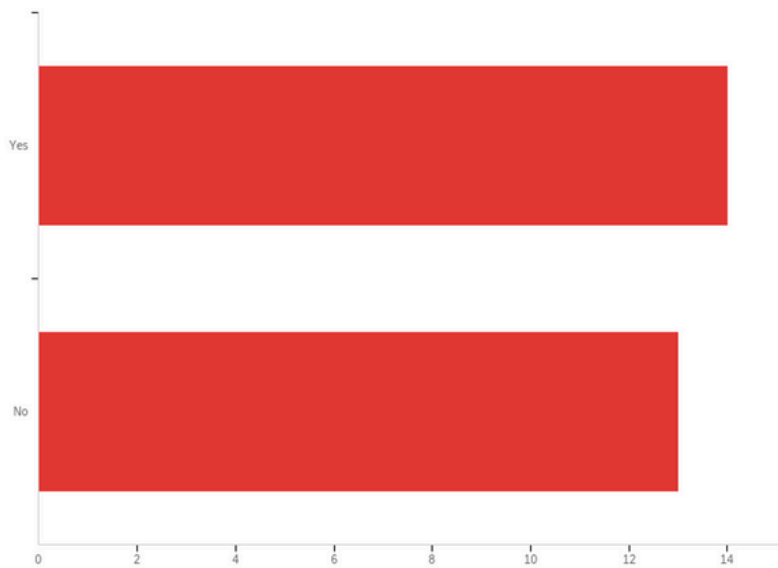
Student examples: The evaluation would assess the relevance and diversity of the showcased projects, ensuring they represent the skills and experiences students gain from the Maymester. The impact on parent perception and understanding of the program, as well as the resonance of the projects with the target audience, may be key indicators of success. Additionally, the feedback from parents in response to these posts, including inquiries or expressions of interest, would be valuable for assessing the effectiveness of this strategy.

Paid:

Ad is Daily Gamecock: For this tactic, we wanted to make the online ad visibly appealing, showcasing past students on the trip and displaying how happy they looked to be there. We also wanted to make the information being presented clean and attention-grabbing. Both display the scholarship opportunities being offered, along with the application deadline and duration of the trip. Finally, we attached the link to the application process so that whatever user is interested can be taken straight to the right page.

Appendix A

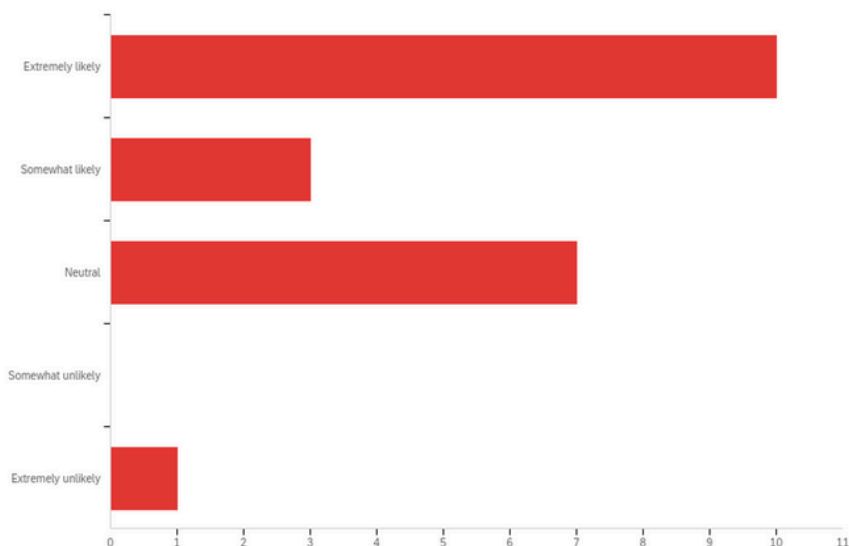
- Are you currently an SJMC student who attends the University of South Carolina?



- If you are not a current student, what year did you graduate?

If you are not a current student, what year did you graduate?	
2027	
NA	
2025	
current student	
Didnt	
2024	
Student	
Current Senior- Business	
2024	

- How likely are you to recommend the Multimedia maymester in Germany to other students?



- If you answered "Somewhat likely" or "Extremely likely", why would you recommend this trip?

If you answered "Somewhat likely" or "Extremely likely", why would you recommend this trip?

Germany was great

It was an amazing experience, when I learned so much and had so much fun.

Met the best people and learned many hard skills for creating a media story

Experience I've never had / will probably have again

Once in a lifetime

Met my best friends and experienced new cultures

It sounds like an amazing opportunity

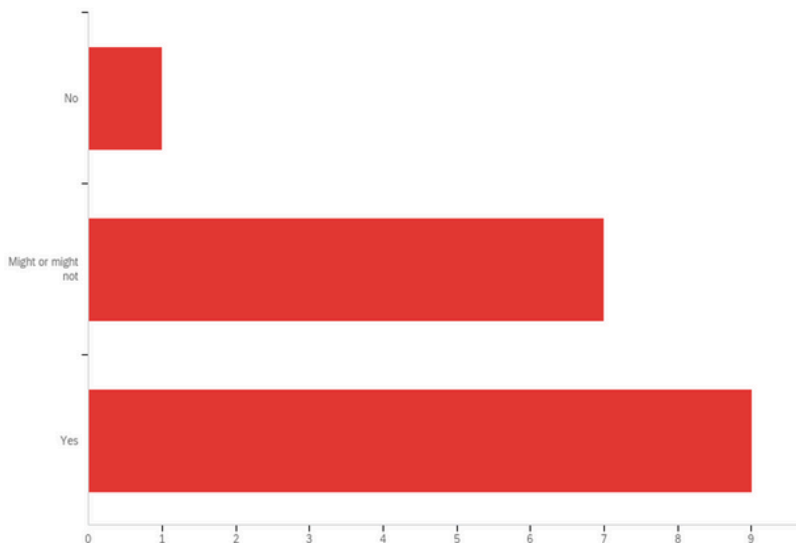
Best trip ever!!!

It was fun

Fun trip, very informative

Nope

- Do you believe you grew as a student academically as a result of participating in the Germany Maymester?



- If you answered “yes”, in what ways did you feel like you grew?

If you answered “yes”, in what ways did you feel like you grew?

Opened my view on a lot of things

Group work, time management and stepping out of my comfort zone

Personally and professionally

Multimedia project at the end was a fun and educational way to showcase the trip

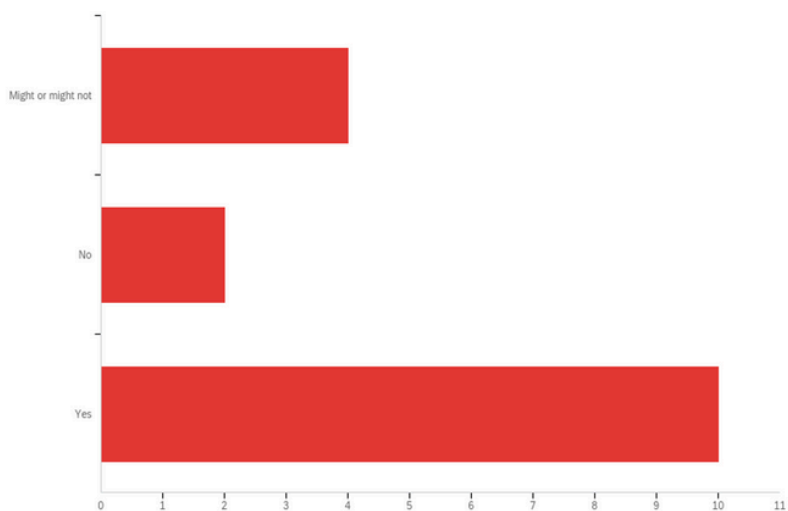
socially and professionally

Nope

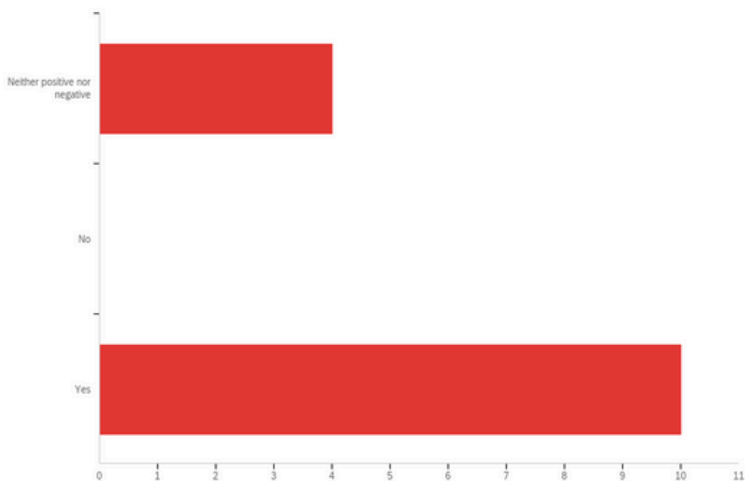
More confident

I became more independent

- Do you believe this trip changed you as a person?



- If you answered “yes”, do you feel this change was positive and beneficial?



- If you answered "yes", what are some examples of the positive change you feel you have gained from this experience?

If you answered "yes", what are some examples of the positive change you feel you have gained from this experience?

More carefree, more opened minded, more eager to learn

Confidence

Being comfortable outside my comfort zone, new friendships towards the end of my college career, being more free spirited, more culturally aware

Experienced a new culture while stepping out of my comfort zone

Gained a lot of independence

Experienced new cultures

It gave me a different perspective to life!

My soul feels empowered

experienced new cultures and gained more knowledge

Nope

Confidence, independence, new friends, experienced new things

- If you answered "yes", what are some examples of the positive change you feel you have gained from this experience?

If you answered "yes", what are some examples of the positive change you feel you have gained from this experience?

I am definitely more cultured and have a better understanding of the world we live in

- What was your favorite thing about the trip?

What was your favorite thing about the trip?

The people

The people I met

The friendships i gained. People make the place

The people and culture

the people

Meeting new people

Making lifelong friends and experiencing a new culture

Sausage

traveling to germany

Didn't even go on the trip

Didn't go on it- don't know

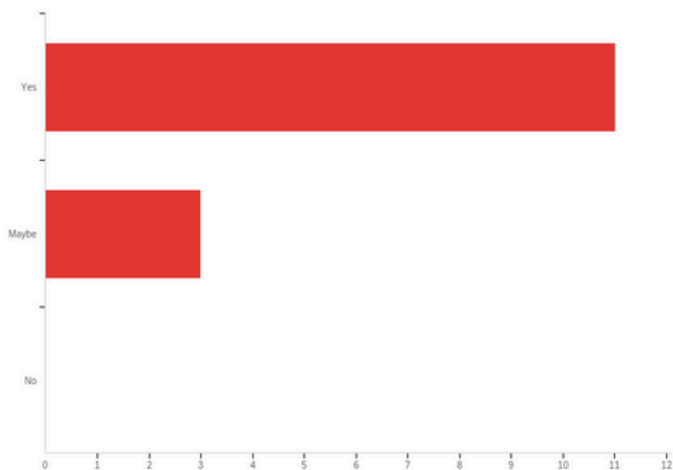
- What was your favorite thing about the trip?

What was your favorite thing about the trip?

The people

Seeing Germany

- Do you feel like this trip better prepared you for life after college?



- If you answered "yes", how did this trip prepare you for life after college?

If you answered "yes", how did this trip prepare you for life after college?

Life on my own

Having to work with challenges along the way

The go with the flow and acceptance to life being different than you may have planned. Putting myself out there

Can travel alone

I gained a new perspective on the world

Exposed to new people

Learned how to step outside my comfort zone

Made me more whole

gained a different perspective on life

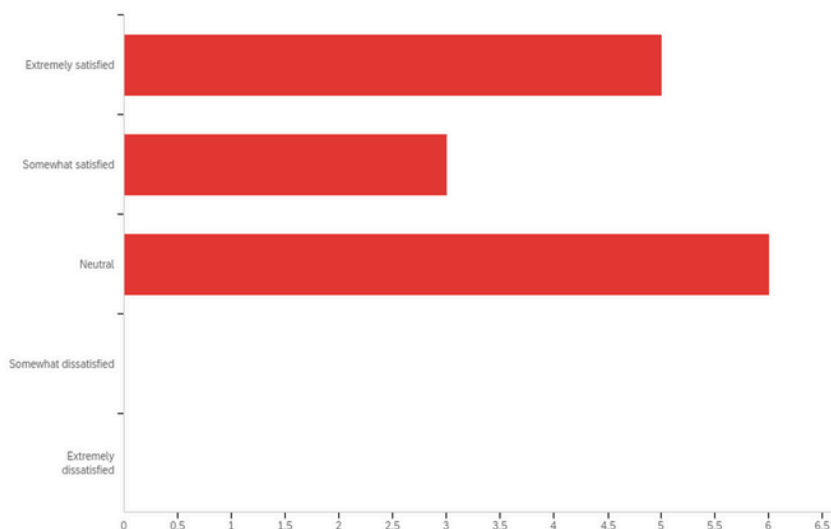
Nope

More independent

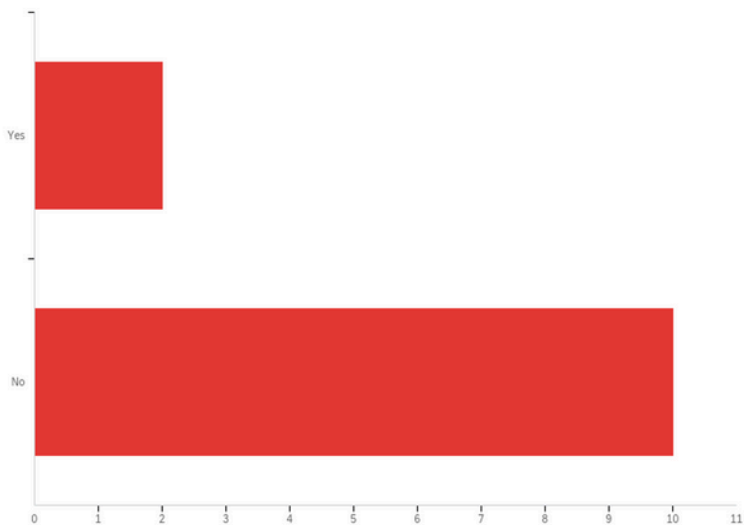
- Did anything surprise you about your experience, and if so what?

Did anything surprise you about your experience, and if <u>so</u> what?
I didn't think I would <u>of</u> gotten as close w other members of the trip as I did
How impactful it was
how pretty germany was
The east adjustment
I didn't expect to love Germany so much, I thought it was cold and rainy
The people
no surprises
Nope
Did not know much about Germany before the trip so was pleasantly suprised when I got there
No

- How satisfied were you with your living accommodations?



- Did you have any health or safety concerns while on this trip?



- If you answered “yes”, what are some ways you could have felt more safe?

If you answered “yes”, what are some ways you could have felt more safe?

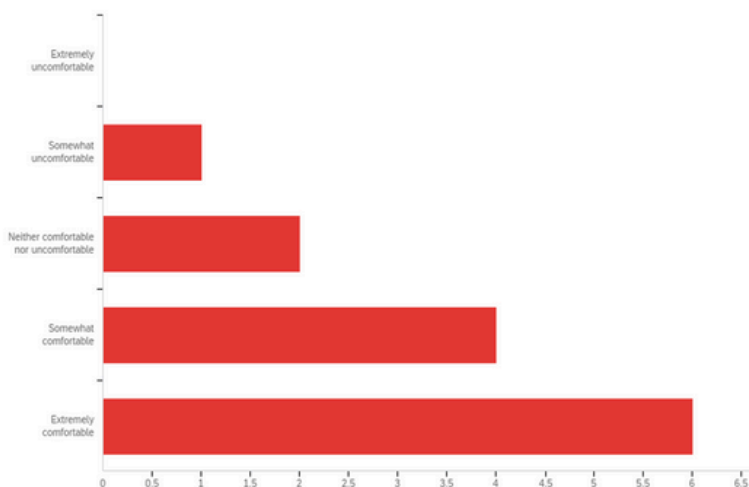
Better exposure to medicine

I meant to say no*

i felt safe

Nope

- How comfortable did you feel being immersed in another culture?



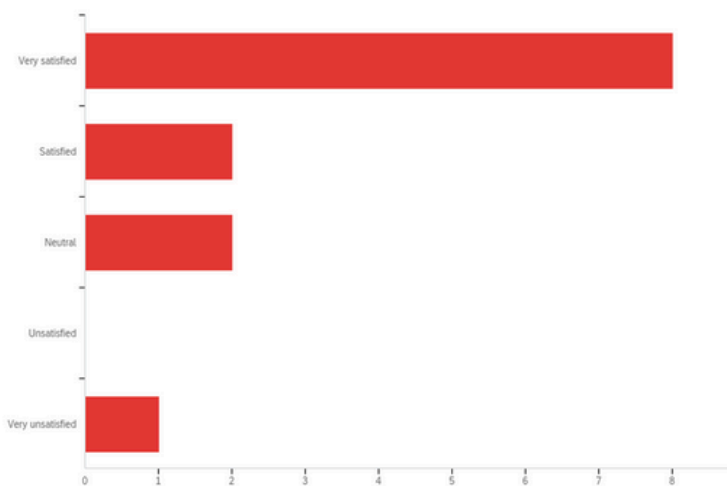
- If you answered "Extremely uncomfortable" or "Somewhat uncomfortable", what could have been done by SJMC to make you feel more comfortable?

If you answered "Extremely uncomfortable" or "Somewhat uncomfortable", what could have been done by SJMC to make you feel more comfortable?

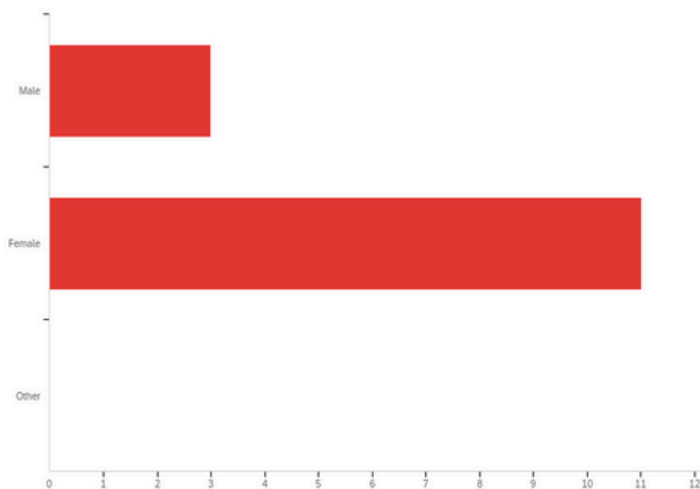
i was extremely comfortable

Nope

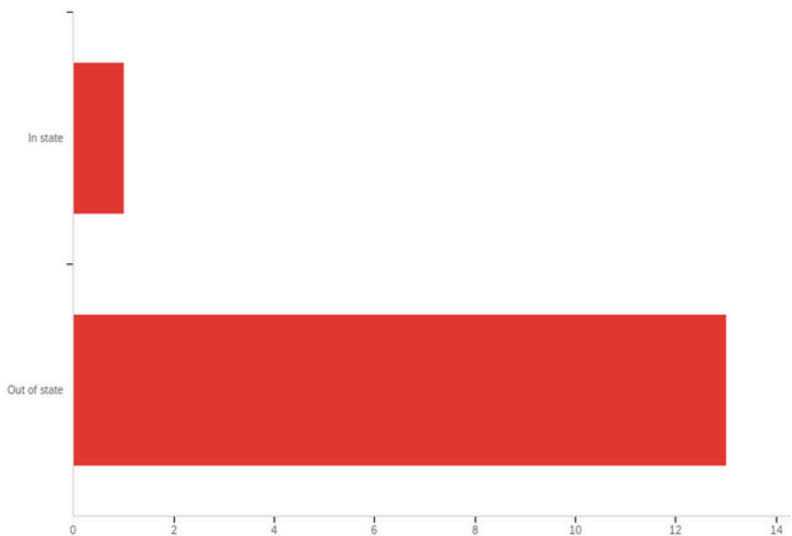
- Which best describes your overall satisfaction with the Germany Maymester trip?



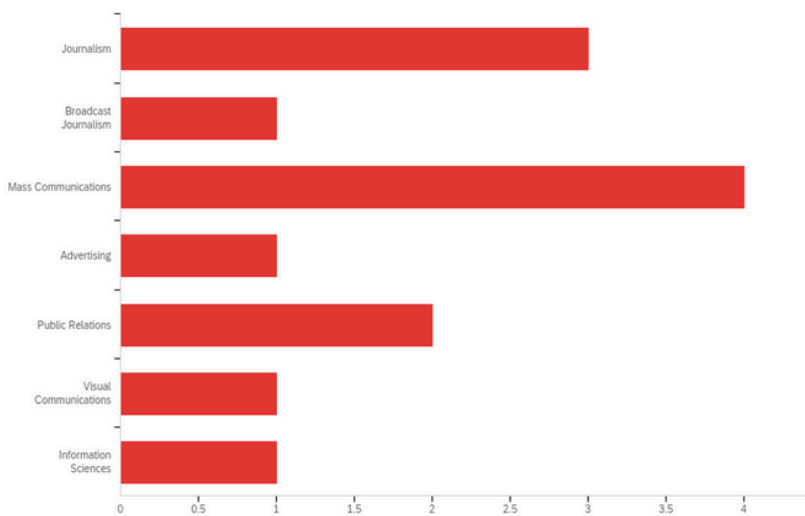
- Gender



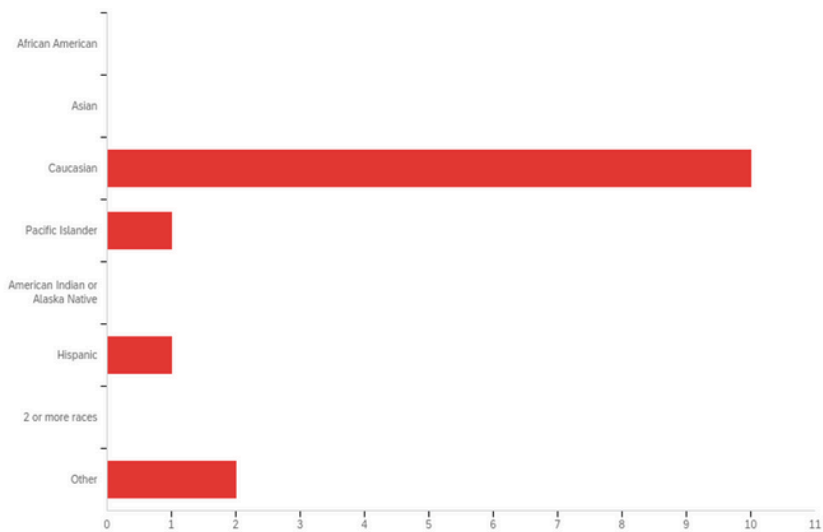
- Are (or were you) an in-state or out-of-state student when you attended the Germany Maymester?



- Major

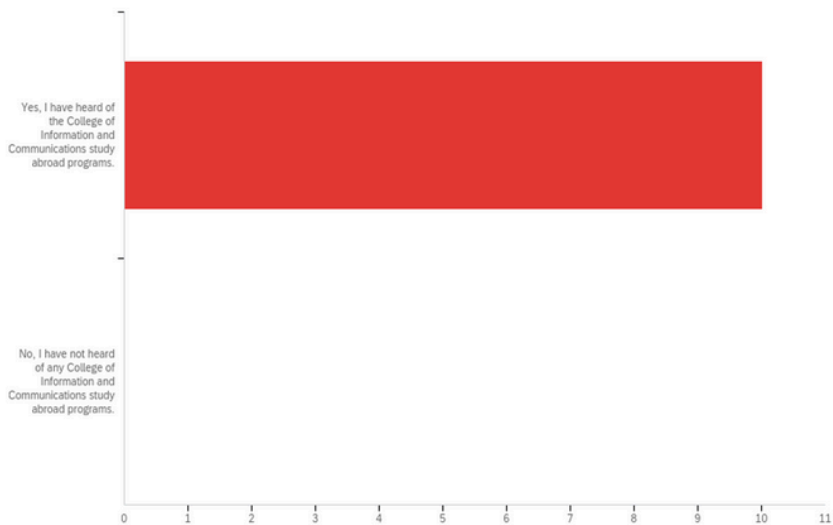


- Ethnicity

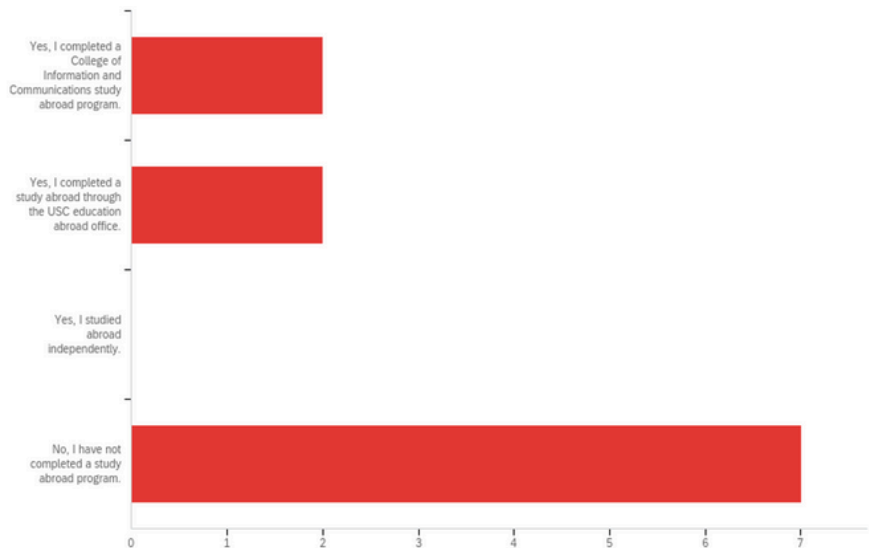


Appendix B

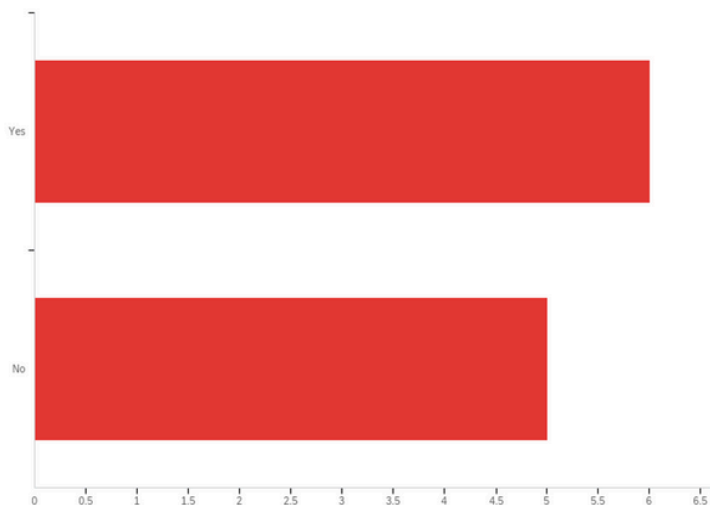
Q1 - Are you familiar with the study abroad programs offered by the College of Information and Communications?



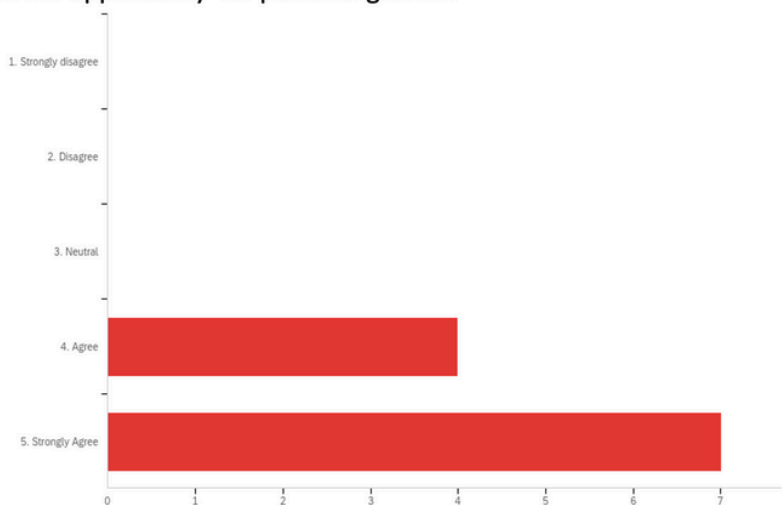
Q2 - Have you completed a study abroad program?



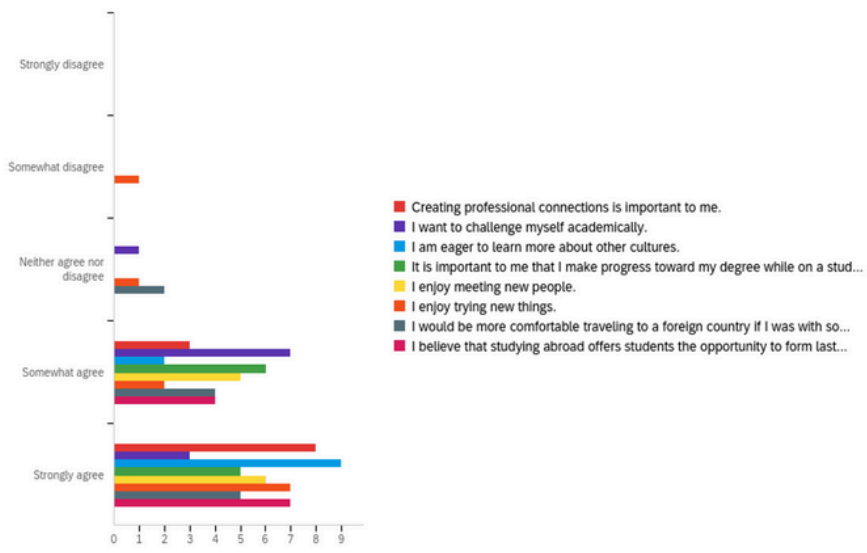
Q3 - Are you interest in studying abroad in the future?



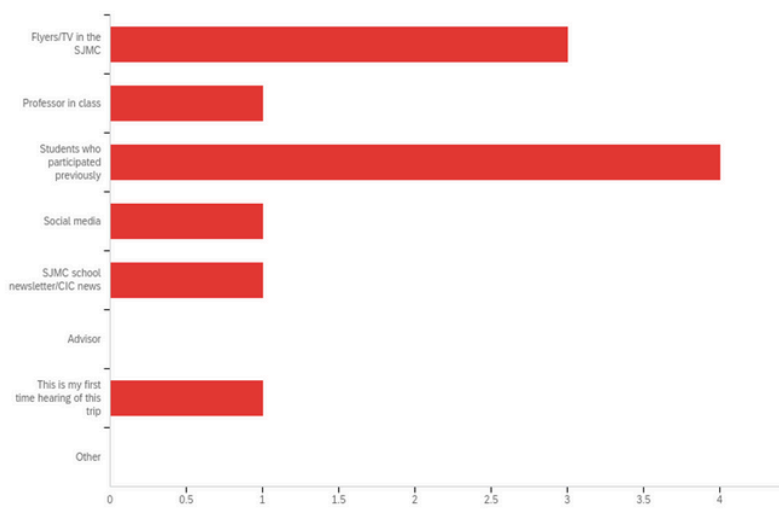
Q4 - On a scale of one to five, how much do you agree with the following statement: "I believe that studying abroad provides students with the opportunity for personal growth."



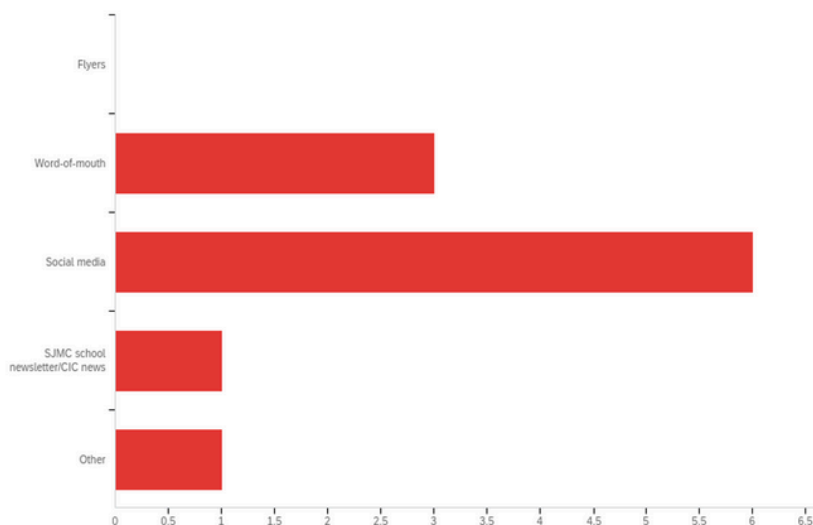
Q6 - Please tell us how strongly you agree or disagree with each of the following statements:



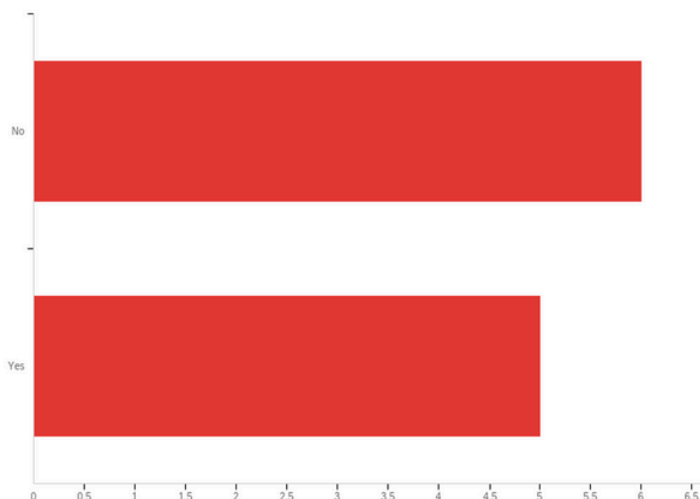
Q9 - How did you hear about the College of Information and Communications study abroad trip to Barcelona?



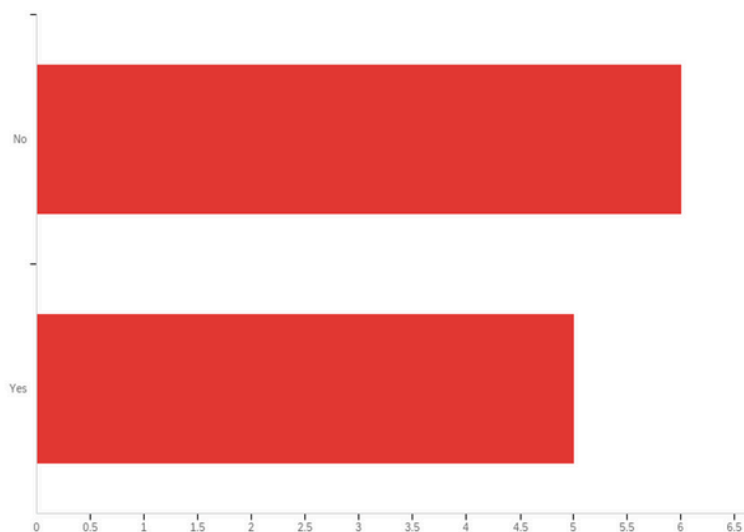
Q10 - Which of the following promotional materials would you most likely use to seek information about study abroad opportunities?



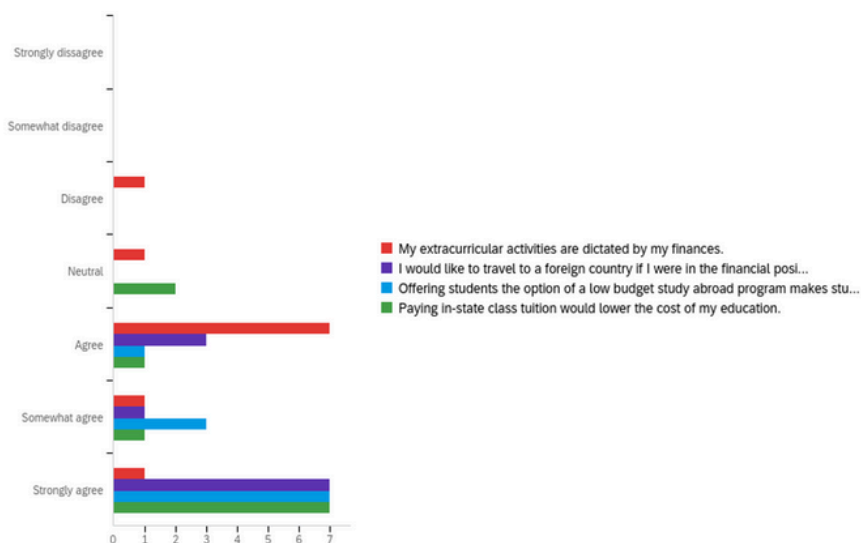
Q11 - Do you follow @uofsc_cic on Instagram?



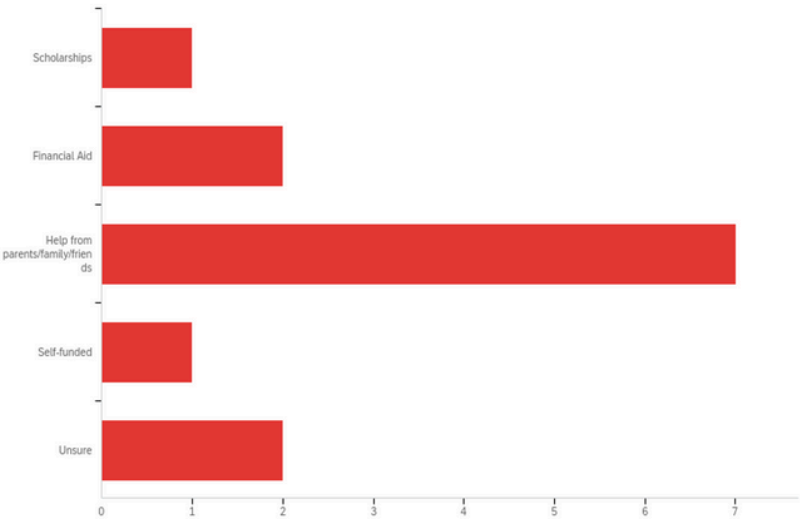
Q12 - Do you read the cicNEWS?



Q13 - Please tell us how strongly you agree or disagree with each of the following statements.



Q14 - If you decide to participate in a study abroad program, how will you pay for it? Select all that apply.



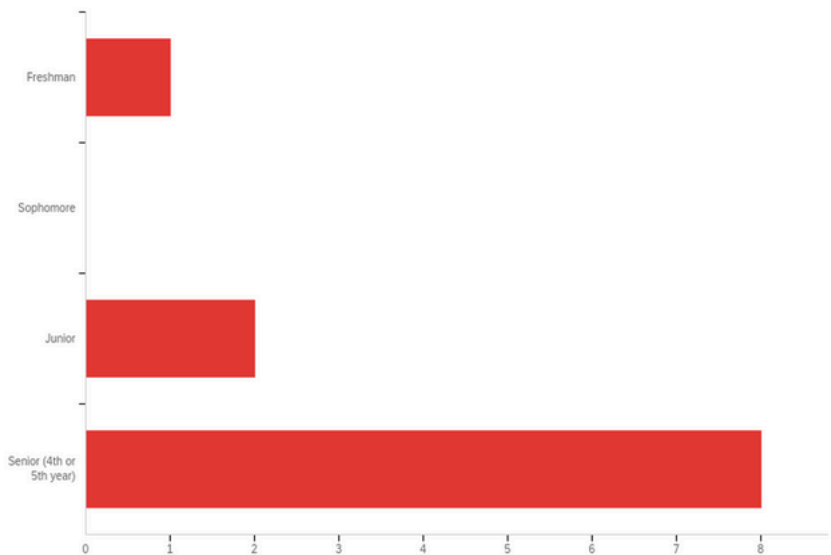
Q15 - The next section is a series of demographics questions. These questions are optional. Only answer these questions if you feel comfortable doing so. What is your major?

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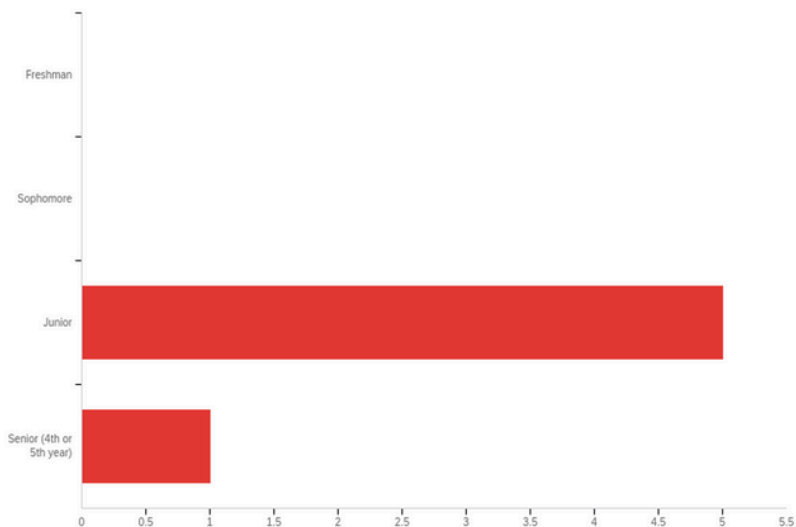
What is your major?

Journalism
Retail
Advertising
Public relations
Advertising
Pr
Advertising
PR
Public Relations
Advertising
Public Relations

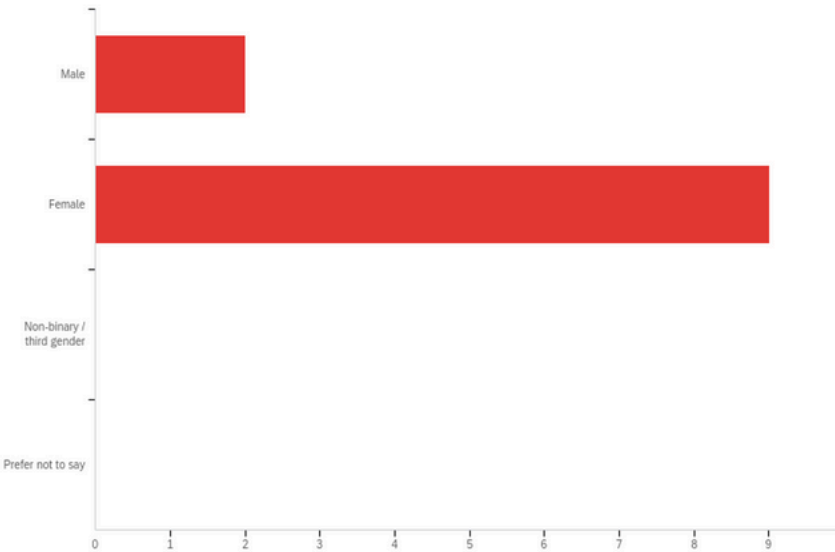
Q16 - What year are you?



Q17 - If you have studied abroad, what year did you do so?



Q18 - What is your gender?



Q19 - What is your ethnicity?

