



San Francisco and San Jose, CA Digital Innovation and Entrepreneurship

IMC 353

Credit Hours: 3

Instructors: Jennifer Sadler, Multimedia Instructor in
Integrated Marketing Communication

Dates: July 15-21, 2018 in San Francisco and
San Jose

Course Fee: \$1125

Application

Deadline: April 5, 2018

To Register: Go to [outreach.olemiss.edu/study_usa/
how_to_apply.html](http://outreach.olemiss.edu/study_usa/how_to_apply.html)

Students will:

- Explore digital marketing tools and strategies with professionals
- Meet with Silicon Valley entrepreneurs to learn about businesses development, marketing new technologies and raising funds to sustain growth.
- Visit Napa Valley to understand the wine industry and how that region has developed a lifestyle around a business model.

- Visit universities near Silicon Valley to explore innovative digital marketing and entrepreneurship graduate programs and techniques for starting businesses
- Explore the culture of Silicon Valley and what is needed to become an entrepreneur or work in digital innovation there.

Location:

Students will spend 7 days between San Francisco and Silicon Valley. Shared accommodations will be provided at San Jose State University.

Who should go?

This program is designed for IMC, Journalism and Business students. All disciplines are welcome to join, as entrepreneurship can intertwine in many professions after graduation.

Dates:

Students will meet spend July 15-21, 2018 in San Jose, San Francisco, and Silicon Valley.

Travel:

Students will make their own travel arrangements to and from San Jose, California. If traveling by air, students should fly into San Jose International Airport.

Costs:

Course fee is \$1125. Included in the course fee are housing, most course related ground transportation in Silicon Valley, and select group meals. Students should expect to pay for some ground transportation via UBER or public transportation. Excluded from the cost are the Study USA application fee, tuition, airfare, and personal spending money.

Itinerary subject to change. Students should wait to make travel arrangements after confirming dates and times with instructor.