



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: June 4-10 in San Francisco and San Jose

Course Fee: \$925

Application

Deadline: April 6

To Register: Go to outreach.olemiss.edu/study_usa/how_to_apply.html

Students will:

- Learn digital marketing tools and strategies
- Visit companies such as Google, Facebook, Pinterest, and Y-Combinator to explore digital marketing tools and techniques
- Meet with Silicon Valley entrepreneurs and start-up businesses to explore businesses development and their digital marketing strategies
- Visit universities near Silicon Valley to explore innovative digital marketing graduate programs and internship opportunities

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 for IMC students. Journalism and business marketing majors and entrepreneurship minors might also be interested.

Dates:

Students will spend June 4-June 10 in 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 \$925. Included in the course fee are housing, ground transportation in Silicon Valley, and select group meals. 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.