

V I P P

SUMMER  
SCHOOL  
2023

# SOCIAL MEDIA *and* SOCIAL CHANGE



## COURSE OUTLINE

This course explores relationships between social media and social change in global contexts. The topics covered focus on the uses of social media (also referred to as new or digital media) to mobilize masses of people in various locations over the last 30 years. Specific cases, such as the Zapatista uprising of 1994, Greta Thunberg's climate change movement, Reddit and the GameStop story, Brexit, and cryptocurrencies will illustrate the role of social media across global contexts. The course will use a workshop format to define concepts, analyze case studies, and develop collaborative projects. The course will explore the following questions:

- Could the movement propagate or even exist without contemporary internet technology and social media platforms?
- Is the movement governed/coordinated by a central agent, or is it decentralized?
- Who is the target audience for the social media campaign?

- How do individuals participate in the social movement through social media?
- What are the fundamental discursive devices (slogans, catch phrases, themes, memes, etc.) used on social media platforms to create a social movement?

## SUMMER SCHOOL HIGHLIGHTS

- More than 35 instructional hours including guest lectures, cultural activities, and field trips.
- Cultural excursions to Detroit, the University of Michigan in Ann Arbor, and the beautiful Lake Michigan shoreline and sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
- Opportunities to meet and share experiences with college students from all around the world, including German Fulbright students.



Visiting International Professional Program  
MICHIGAN STATE UNIVERSITY

**VIPP.MSU.EDU**  
**VIPPMSU@MSU.EDU**  
**+1 517 432 3663**



## PROGRAM DATES • July 23 - August 12, 2023

<b>JULY 23</b>	Arrival in East Lansing and check-in at dorms
<b>JULY 24 - AUGUST 4</b>	Program at MSU East Lansing campus
<b>AUGUST 5 - 12</b> 7 nights, 8 days	East Coast Trip Niagara Falls, New York City and Washington, D.C.

## DAILY SCHEDULE

- All morning sessions will take place from 9:00 to 11:30 a.m. unless noted otherwise.
- All afternoon sessions will take place from 2:00 to 4:00 p.m. unless noted otherwise.

## INSTRUCTORS

**Dr. Salah D. Hassan** is an associate professor in the Department of English, and the director of the Global Studies in the Arts & Humanities Program at Michigan State University. He teaches courses that focus on literatures of empire, anti-colonial intellectual movements, and Arab American and Muslim American cultural production.

**Dr. Ivan Maksymyk** is an instructor in the Department of Information Technology at the Ecole des Hautes Etudes Commerciales de Montréal with a focus on deep learning and neural networks, and machine learning applications in finance.

## FEES

- \$3,900 USD (Early Bird Price, \$4,100 if paid after May 15, 2023)
- \$300 discount for previous VIPP Virtual School attendees
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, dinner, or any other living costs.

## ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student at an accredited college or university
- Any major
- Intermediate English skills

## SUMMER SCHOOL AWARD

Joint certificate by the Visiting International Professional Program and Michigan State University Global Studies in the Arts and Humanities

## APPLICATION

Application opens on March 1, 2023 and closes on June 16, 2023.

Contact us at [vippmsu@msu.edu](mailto:vippmsu@msu.edu) for further information.



**APPLY TODAY!**

*VIPP reserves the right to cancel the program or change the delivery to virtual.*



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# CREATIVE ENTREPRENEURSHIP



## COURSE OUTLINE

Have you ever thought about starting your own business? Do you have a problem in your daily life or in your community you'd like to solve? Do you have an idea for a new product or a new system to help improve people's lives? **Creative Entrepreneurship** is a program designed to help you discover the mindset of an entrepreneur while exploring creative thinking strategies.

This broad view course will introduce students to the world of entrepreneurs and their principles and habits while teaching critical thinking methods. Students will prove to themselves that they can produce innovative solutions under pressure, and more than just once!

Students will gain understanding of situation evaluation, ideation of solutions, evaluation of solutions and how to share the solutions successfully to a wider audience (investors,) as well as how to read consumers (target markets) and how to market their innovation or start-up.

Through hands-on projects, students will explore various aspects of innovation needs or catalysts. German Fulbright Summer Institute students will take this course alongside Global Summer School students, presenting a unique opportunity for cultural exchange.

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**INSTRUCTOR**

**Professor Ross Chowles** is professor of practice in the Department of Advertising and Public Relations at Michigan State University where he teaches branding, the creative process, how to create commercial video, and ideation techniques. Chowles is co-founder of the Jupiter Drawing Room in Cape Town, Africa’s most awarded independent advertising agency. Chowles and his agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. In 2015, Ross was appointed to the international board of the One Club for Creativity and has since had the privilege of judging all over the globe, from Canada to South Korea and China.

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**SUMMER SCHOOL AWARD**

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and the MSU College of Communication Arts and Sciences.

**APPLICATION**

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