

# College of Charleston Summer 2010 Study Abroad Program Ischia, Italy

## Program Dates:

**June 14 - July 10, 2010**

## Program Fee:

**\$4,498\***

(\*subject to change and does not include tuition)



Program Courses:  
(students enroll in both courses)

**LTIT 270: Introduction to Italian Cinema Ischia (Italy)**

**MKTG 260/360: Marketing Plan Project: Ischia Film Festival**

## Program Information:

This multidisciplinary program offers students a unique opportunity to situate their learning in two college courses offered in conjunction with the Ischia Film Festival in Ischia, Italy. Two intense weeks of classes at CofC prior to departure, cover basic course content and prepare students to maximize their learning during two weeks abroad. The LTIT 270 course will explore aspects of Italian cinema as they attend movie premieres at the festival, visit with producers and writers to learn their trade, and analyze the films in the context of the geography and culture in which they were conceived, written, produced, and shown. Assigned films will be part of the lectures. In the MKTG 260/360 course, students will write a marketing plan for the festival. They will attend conference sessions sponsored by the festival on movie marketing, product placement, and other aspects of the marketing objectives for the event. Visits with the local tourist office and Chamber of Commerce will provide background on the local business environment in which the festival operates.

## Program Directors:

**Dr. Giovanna DeLuca, Italian Department, [delucag@cofc.edu](mailto:delucag@cofc.edu), 843-953-5717**

Dr. Deluca is an Associate Professor of Italian at CofC. She teaches language and cinema, has organized several film festivals, and has lectured at the Ischia Film Festival in Italy. Dr. Deluca is a native Italian, from Naples and knows the Campania region, including the Amalfi Coast and nearby islands, intimately.

**Dr. Anne Brumbaugh, Marketing and Supply Chain MGMT, [brumbaugh@cofc.edu](mailto:brumbaugh@cofc.edu), 843-953-8608**

Dr. Brumbaugh is an Associate Professor of Marketing with 15 years experience teaching marketing planning courses and dozens (if not hundreds) of student marketing plan projects. She has international teaching experience in Moscow, Budapest, Teotitlan, and South America (Brazil, Argentina, and Chile).

## To Apply:

For information and to apply, contact **Julie Swigert**, Study Abroad Coordinator, Center for International Education, [swigertj@cofc.edu](mailto:swigertj@cofc.edu), 843-953-7823.

The Program Fee of **\$4,498** includes a non-refundable application fee of \$50 (CofC students), round-trip airfare, lodging, ground transportation, entrance fees, and medical insurance. **TUITION FOR THE COURSES IS NOT INCLUDED.**

Application and a deposit of \$550 are due by **March 5, 2010**. **SCHOLARSHIPS OF UP TO \$1500 ARE AVAILABLE TO COFC STUDENTS FOR STUDY ABROAD. ELIGIBILITY IS BASED ON DEMONSTRATED FINANCIAL NEED AND ACADEMIC MERIT (APP. DEADLINE FEB. 26, 2010).**