ECUADOR: PUBLIC RELATIONS FOR NONPROFITS

Maymester Study Abroad Program: May 14–29 2016

SPONSORED BY THE DEPARTMENT OF COMMUNICATIONS

3 SEMESTER HOURS

THE PROGRAM
The goal of this study abroad is to give public relations majors and those interested in public relations an opportunity to apply public relations theory in a real-world setting. The students taking this course will assist NGOs, whose primary focus is working with the community of the disabled, to assess communication needs and develop appropriate approaches to reaching identified audiences.

Students who complete this program will:

- Learn how to work with clients to develop and implement communication strategies.
- Learn how to apply quantitative and qualitative research methodologies
- Learn to create communication material to support communication objectives

ELIGIBILITY
The program is open to undergraduate and graduate students who meet all academic requirements of the Georgia State University College of Arts and Sciences as well as those of the course being offered. Program size is limited and participation is contingent upon acceptance by the Program Director.

APPLICATION INFORMATION
Students interested in applying should find this program’s listing at mystudyabroad.gsu.edu and begin an online application. Transient Students: please see the Transient Student section under the Explore & Apply tab. International students at Georgia State who hold F-1 visas must contact the Office of International Students and Scholar Services at (404) 413-2070 to discuss possible implications of study abroad for their immigration status.

APPLICATION DEADLINE: JANUARY 31, 2016

CONTACT INFORMATION
Dr. Chrystal R. China, Lecturer
25 Park Place, Room 1129
(404) 413-5648
cchina@gsu.edu

Tentative Itinerary

May 9-12: On-campus classes at GSU
May 14: Depart for Cuenca, Ecuador
May 15: Tour of historic Cuenca
May 16: Workshop #1—Meet with FENODIS NGOs
May 17: Workshop #2—Visit NGOs
May 18-20: Work with NGOs at selected sites
May 21: Meet with director to review proposals
May 22: Depart for Guayaquil, Ecuador
May 23: Workshop #1—Meet with FENODIS NGOs
May 24: Visit and work with NGOS
May 25: Work with NGOS
May 26: Meet with media representatives
May 27: Meet with director to review proposals
May 28: Visit Mercado Artesenal and Las Peñas
May 29: Depart for Atlanta
CREDITS AND COURSES

Students will register for 3 credit hours under JOUR 4665: International Public Relations. To complete the course requirements, students will be assigned to a member nonprofit of Federaciones Nacionales De y Para la Discapacidad del Ecuador (FENODIS), an organization that represents over 30 NGOs that provide support for people with disabilities.

Course prerequisites: Jour 3500 with grade of C or better; only students with an institutional GPA of 2.5 or higher or instructor approval are eligible to enroll.

Each student will serve as a public relations intern for the NGO, with responsibility to:
- Assess current public relations activities to include, but not limited to, media coverage, events, non-media communication processes.
- In consultation with the boards of their respect NGOs, develop, and where possible, a research protocol to determine the communication needs of the NGO.
- Prepare a comprehensive plan for communication for NGO to include:
  - Objectives
  - Key Messages
  - Strategies
  - Tactics
  - Assessment protocol

Students will also attend workshops to be conducted by program director in Cuenca and Guayaquil for FENODIS over the course of two weeks. These workshops will help frame the work expected of the students. It will also be an opportunity for students and representatives of NGOs to meet.

Program cost may vary at any time according to currency fluctuations and changing travel arrangements. The program cost is tentatively set at $2234, PLUS regular Georgia State University tuition and fees.

Program Cost Includes
- All ground transportation, excursion and entrance fees
- Lodging
- Airfare
- Weekday breakfast and lunch meals (excluding alcohol)
- Health/Evacuation/Repatriation insurance

Program Cost Does Not Include
- Georgia State tuition and fees
- Passport and visa
- Personal expenses and excess baggage charges

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COSTS

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PAYMENT SCHEDULE

January 15, 2016: $500 deposit with application
March 15, 2016: $1000 due
April 30, 2016: Remaining $734 due
All payments are non-refundable upon receipt.

APPLICATION DEADLINE: JANUARY 31 2016

FUNDING AND SCHOLARSHIPS

Georgia State University students are eligible to apply for the IEF Study Abroad Scholarship/Georgia State University Foundation Scholarship and may be eligible to apply for the Global Experience Scholarship. Visit mystudyabroad.gsu.edu and select the Scholarships & Financial Aid tab or call the Study Abroad Programs office at (404) 413-2529 for more information.

Because program size is limited, early application is strongly advised. Individual interviews may be scheduled with students upon receipt of application.