

University of Nebraska-Lincoln World Campus



Germany

International Media – Berlin & Munich

Summer Study Abroad Program

Pre-session May 19 - June 6, 2008



UNIVERSITY OF
Nebraska
Lincoln

Earn credit as you:

- Experience German culture in former East and West Germany
- Broaden your professional perspectives by visiting some of the most successful German advertising agencies, TV stations, newspapers and companies
- Attend planned course activities and personal free time to see the things you are most interested in
- Visit three cities (Berlin, Munich and Wolfsburg) and additional cities as optional day trips
- Increase your understanding of the global economy and the role of the European Union

As the world becomes smaller with technological advances and global market expansion, media professionals must become familiar with factors influencing the field. This course helps tomorrow's journalists and advertising professionals understand more about German culture and how to make educated decisions in the world of international media. As the third largest economy in the world, Germany is one of the most important trading partners and political allies of the United States.

On tour. We will travel to Berlin and Munich for two weeks to immerse ourselves in German media culture. You will learn about theories and communication models that will help you understand and avoid cultural stereotypes, while developing an appreciation for cultural differences.

On campus. You will spend the third week back on campus to finish your assignments, one of which will be to create a "Cultural Guidebook" for media professionals interested in Germany. You will also write stories about your cultural experiences in Germany that may be published on NewsNetNebraska.

Faculty Leaders

Frauke Hachtmann, Assistant Professor of Advertising, will lead this short-term study abroad program as part of JOUR 498/898 (International Media). Born and raised in Germany,

Hachtmann is bilingual in German and English, lived in Germany for 20 years and has taught Global Advertising for the past six years. She led a group of 10 students to Germany in 2006, visiting Berlin and Dresden and 2007 to Berlin and Munich. She was also part of the college's depth reporting team that traveled to Germany to produce a documentary film and news magazine about global issues affecting Germany. Her research focuses on German-American relations and advertising practices.

Earn UNL Credits

Students will earn three credit hours for taking JOUR 498/898 International Media: Germany. Graduate credit is under the supervision of and therefore granted by the graduate faculty of the University of Nebraska. Graduate credit can be obtained only by previous arrangement with the Graduate College. A prompt admit process is available for Graduate and Undergraduate levels.

eNRoll

eNRoll during the Summer Sessions registration period in March. You can obtain the call number for this course from the academic department sponsor. Non-UNL students must be admitted to UNL. An on-line visiting student application is available at www.admissions.unl.edu.

Tentative Itinerary

Monday, May 19	Depart Lincoln/Omaha
Tuesday, May 20	Arrive in Berlin
Wednesday, May 21	New Berlin tour (Brandenburg Gate, Checkpoint Charlie, Reichstag, Holocaust Memorial, Museum Island)
Thursday, May 22	Tour "Die Welt" newspaper German History Museum*
Friday, May 23	Publicis agency tour Berlin Philharmonisches Orchester (symphony)*
Saturday, May 24	Tour to Potsdam (visit Sanssouci, Frederick the Great's summer palace and park)* Schloss Cecilienhof (Potsdam Treaty was signed here in 1945)*
Sunday, May 25	Fly to Munich New Munich tour (Glockenspiel, Alter Hof, Church of our Lady, Royal Residency, Viktualienmarkt)
Monday, May 26	Tour SATI cable network McCann Erickson agency tour
Tuesday, May 27	Daytrip to Hohenschwangau to visit "Neuschwanstein Castle" (biking & hiking included)*
Wednesday, May 28	Visit Dachau and visit former concentration camp* Villa Stuck (paintings, design and graphic art of the early 20th century German Jugendstil)*
Thursday, May 29	Fly to Berlin Scholtz & Friends agency tour
Friday, May 30	Tour Volkswagen headquarters "Autostadt" in Wolfsburg
Saturday, May 31	Pergamonmuseum*
Sunday, June 1	Day at Wannsee*
Monday, June 2	Tour "ZDF" TV station Filmmuseum Berlin*
Tuesday, June 3	Depart Berlin/Arrive Lincoln/Omaha



Scholarships and Financial Aid

The University of Nebraska-Lincoln recognizes the importance of increasing diversity in all university programs. The International Affairs office therefore offers limited financial assistance in the form of scholarships for UNL Student Abroad Program. Scholarship information and applications are available on the International Affairs website (www.unl.edu/iaffairs). For other types of financial aid contact Caroline Routh, Scholarship & Financial, 16 Canfield Administration Building, UNL, 402 472 2030.

The Christian Lieder Scholarship and Fellowship

This new program supports academic exchanges and study abroad. **Priority will be given to exchanges with Germany and German-speaking countries.** If you are interested visit www.unl.edu/iaffairs. Click on Study Abroad.

Fees Include:

- Round-trip airfare from Nebraska to Berlin
- Hotel accommodations with breakfast daily
- Domestic travel by train or bus or plane
- Travel insurance

The estimated cost is \$2800 plus tuition. Costs are based on 2007 prices and subject to change.

Tuition is not included in the travel package and will be billed separately by UNL student accounts and will be due approximately May 12.

Withdrawal after January 31 is subject to a \$150 cancellation fee plus irrecoverable costs. Cancellations must be made in writing to International Affairs.



How to Apply

To apply, students must complete an Application for Study Abroad Form A which is available on the International Affairs website (www.unl.edu/iaffairs) and return it to International Affairs. The application deadline is January 31. Students will be notified about the status of their applications shortly thereafter and will receive further information about the trip, course, requirements, and other information. Applications received after January 31 will be considered if space is available.

Passport

A passport is required to participate in this program. You can apply at the main post office in Lincoln at 700 R Street. Take with you 1) proof of citizenship (certified birth certificate or naturalization papers), 2) two passport photos, 3) identification (driver's license, etc.) and 4) \$97. Applications are available at www.travel.state.gov.



At a Glance...

- **Location:**
Berlin and Munich Germany
- **Program Length:**
Three weeks total. Two weeks of travel.
- **Program Dates:**
Travel Dates:
May 19 - June 2, 2008
On-Campus Session:
June 3-6, 2008
- **Credits:**
JOURN 498/898 -- 3 credits
- **Cost:**
Early estimated price is \$2800 based on a minimum of 10 plus UNL tuition and fees (approx. \$550 for 3 credit hours/undergrad/resident).
- **Payment Schedule**
January 31 – \$150 deposit
March 1 --- \$1000
April 15 -- Balance due
- **Application Deadlines:**
January 31
- **Contact:**
International Affairs
420 University Terrace
Lincoln, NE 68588-0682
(402) 472-5358
iaffairs@unl.edu
www.iaffairs.unl.edu

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Germany

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15 Great Reasons to Join this Study Abroad Program



For More Information

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1. Visit the country where the first printed word originated
2. Experience German culture in former Prussia (Berlin)
3. Experience German culture in Bavaria (Munich)
4. Visit some of the most successful advertising agencies in the third largest economy in the world
5. Meet journalists from some of the major Germany newspapers
6. Learn about the German television industry
7. Use your free time to see other cities in Germany
8. Visit Volkswagen's "Autostadt" in Wolfsburg to learn about one of the world's most successful branding concepts
9. Experience some of Germany's cultural jewels including the German opera and the parliament of the Federal Republic of Germany located in the Reichstag.
10. Visit the city where spies traded information during the Cold War
11. Experience famous castles and residences of former German kings, including Frederick the Great's summer residence "Sanssouci" and King Ludwig's "Neuschwanstein" castle
12. Sample new and different foods and drinks
13. Learn about the value of the Euro
14. Travel with people who have similar interests, led by a faculty member born and raised in Germany and...
15. *Because you've always wanted to.*