Presented by Professor Gabriel Kahn and Professor Christopher Smith

PROGRAM OVERVIEW
In this unique experiential educational opportunity, students visit a variety of companies and businesses in the Los Angeles media landscape and have the opportunity to engage in small group settings directly with key industry players. Students will be able to learn from Annenberg faculty, and the senior executives who are shaping the fields that they will soon enter. Students will also have the opportunity to engage with alumni and friends of the school through dinner/networking events.

The M{2e} program examines the evolution of business models in industries such as journalism, music and television as they are reshaped by technology. Through courses, research, and collaboration with firms at the vanguard of this new wave of disruption, students receive hands-on experience in the communications field that inspires them to innovate and lead.

PROGRAM DATES: MAY 18 - 22, 2020

COMPANY VISITS
Proposed company visits include various industries across journalism, communications, advertising, public relations, digital media, and tech. Past company visits include: Snapchat, Disney Accelerator, NBCUniversal, YouTube, BuzzFeed, The Rubicon Project, and Paramount Pictures. While none of these visits can be guaranteed for summer 2020, these or similar company visits will be part of the program.

STUDENT INFORMATION
This program is only open to all undergraduate students. Selection will be competitive with a final group of 10-12 students selected to participate.

ACADEMIC CREDIT
Undergraduate students are required to enroll in a 1 unit course for Spring 2020 for upper division electric credit: ASCJ-420.

TRANSPORTATION
Bus transportation will be provided to all company meetings. Students and faculty will meet daily at USC Annenberg prior to departure.

APPLICATION/INTERVIEW PROCESS
Applications are currently available. The deadline to submit your application is Friday, November 1, 2019 at 9am. Students should sign up for a screening interview when they submit their application.

QUESTIONS
Please contact Megan Hutaff, Sr. Associate Director of Career Development, at meganh@usc.edu or (213) 821-1514.

ELIGIBILITY
This program is open to all undergraduates. A minimum 3.0 cumulative USC GPA is required.

ESTIMATED PROGRAM COSTS
The estimated program cost is $600 which includes program support, transportation, program lunches and dinner costs. This does not include meals and incidentals which students will be required to cover at their own expense. Scholarships will be available. Undergraduate student flat tuition covers up to 18 units for the semester so no additional charges will be incurred for 1 unit course unless students need to enroll in spring for more than 18 units.

HOUSING
Students will be responsible for their own housing during program participation.

SCHOLARSHIPS
Thanks to the generosity of the Annenberg community we are able to provide a few scholarships to cover program costs. Scholarship recipients will still be required to cover costs of food/incidentals.

FINANCIAL AID
Accepted students may petition the Financial Aid office for extra funding to cover program costs. Funding is not guaranteed.