



2021 SUMMER SHORT-TERM PROGRAM
(ONLINE)

Marketing and Communication

TIME: JUNE 30 ~ JULY 7, 2021
(ONLINE PROGRAM)

Price: USD. 100/person
(min. 10 students/max. 20 students)

Program Features:

- Gain the knowledge of the following topic:
 - Intercultural Communication, Brand Management, and Game Industry
- Learn and communication with friends all over the world.
- Make friends with PU student buddies.



靜宜大學
Providence University

Marketing and Communication

PROGRAM SCHEDULE

JUNE 30 ~ JULY 7 2021 | 09:30-13:00 (GMT+8)
ONLINE

Time / GMT+8 (@ Taiwan time zone)	Mon. 28-Jun	Tue. 29-Jun	Wed. 30-Jun	Thu. 1-Jul	Fri. 2-Jul
09:30-10:00	/	/	Online Orientation	Morning Café	Friends lounge
10:00-11:30 (including 10min break)			Ice-Breaking Activity	Lecture Digital Game Culture	Lecture Game Industries
11:30-13:00			Lecture Intercultural Communication (1)	Virtual Tour	Hands-on Experience (1)
	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul
09:30-10:00	Friends lounge	Morning Café	Students' Final Presentations	/	/
10:00-11:30 (including 10min break)	Lecture Introduction to Brand Management	Lecture Build a Brand from Scratch			
11:30-13:00	Lecture Intercultural Communication (2)	Hands-on Experience (2)			

Application deadline: June 10, 2021

For more details about this program, visit
<https://oia.pu.edu.tw/p/406-1048-21876,r13.php?Lang=en>

For inquiries, contact us at
Ms. June Yang: juneyang@gm.pu.edu.tw
Ms. Alanda Chang: ynchang@gm.pu.edu.tw

