

Towson University
Strategic Communications in Russia and the USA:
Global Trends Affecting Professional Communicators, Russia
Summer 2010

(Subject to change)

Sunday, May 23	Depart Dulles 4:40 pm
Monday, May 24	Arrive Paris 6:10 am Overnight in Paris
Tuesday, May 25	Depart Paris 4:00 pm Arrive St. Petersburg 9:15 pm Pick-up at airport and transfer to accommodation 18.00 – Welcome session: introduction, orientation, study tour expectations, security briefing 19.00 – Depart for dinner 20.00 – Welcome dinner (at a restaurant in the city) 21.30 – Depart for hotel
Wednesday, May 26	09.15 – Breakfast (at the hotel restaurant) 10.00 – 11.30 – Study session # 1. Russian history and religion overview 11.30 - 12.00 – Coffee break (coffee, tea, water, snacks) 12.00 - 13.30 – Study session # 2. Customs and business etiquette 14.00 - 15.00 – Lunch (at the hotel restaurant) 15.00 - 18.30 – Time to freshen up and relax 19.00 - 22.30 – Guided tour: city sightseeing tour or a Boat cruise on the Neva River
Thursday, May 27	09.15 – Breakfast (at the hotel restaurant) 10.00 – 11.30 – Study session # 3. Overview of Russian and St. Petersburg's market: foreign business in the Russian market 11.30 - 12.00 – Coffee break (coffee, tea, water, snacks) 12.00 - 13.30 – Study session # 4. Russian mass media 14.00 - 15.00 – Lunch (at the hotel restaurant) 15.30 - 17.00 – Case study 17.00 – City sightseeing tour by faculty director

Friday, May 28	07.30 – Breakfast (at the hotel restaurant) 08.00 – 15.00 – Guided tour to Tsarskoe selo. Visit Catherine’s Palace and Park. Lunch is included. 17.00 – 18.30 – Study session # 5. PR and communication agencies, consulting in St. Petersburg. Part 1 18.45 – 20.00 – Study session # 5. Part 2
Saturday, May 29	09.15 Breakfast (at the hotel restaurant) 10.00 – 11.30 – Study session # 6. Overview of the Russian legal and business system 11.30 - 12.00 – Coffee break (coffee, tea, water, snacks) 14.00 - 15.00 – Lunch (at the hotel restaurant) 15 .00 - 18.00 – Free time 19.00 – Russian Ballet
Sunday, May 30	07.30 - Breakfast (at the hotel restaurant) 08.00 – 15.00 – Guided tour to Petrodvorets (palace and park in the suburbs of St. Petersburg). Lunch is included. 17.00 – 19.00 – Study session # 7. Youth Culture and Music. What it’s like being 21 in St.Petersburg. 19.00 – Free time
Monday, May 31	09.15 Breakfast (at the hotel restaurant) 10.00 – 11.30 – Tour of Hermitage 12.00 - 13.00– Lunch (at the hotel restaurant) 13:00 – 20:00 – Free time 20.00 – Group dinner at the restaurant
Tuesday, June 1	09.15 Breakfast (at the hotel restaurant) 10.00 – 11.30 – Study session # 8. The advertising and business communications market in the Russian Federation: symbols and aesthetics of Russian ads, and the problems of adaptation of the international image to Russian consumers. Part 1 11.30 - 12.00 – Coffee break (coffee, tea, water, snacks) 12.00 - 13.30 – Study session # 8. Part 2 14.00 - 15.00 – Lunch (at the hotel restaurant) 15.30 - 17.00 – Case study. Participants receive official study tour certificates. 17.00 – Free time
Wednesday, June 2	Breakfast Depart St. Petersburg 7:20 am Arrive Dulles 12:45 pm