Major Guide: Advertising

This guide was created specifically for Advertising majors. The programs highlighted below are recommendations from the Programs Abroad Office and the College of Communication and Information that allow students to enroll in a full course load’s worth of major credits.

Please note: this is NOT an extensive list. Other programs available through our website may be viable options, too.

Semester Programs

### CCI Global Communication Scholars Semester
Program Type: UT Faculty-Directed, UT Academic Internship  
Program Location: Sydney, Australia  
Program Feature: Internships  
**Quick Look:** The program includes one course taught by a UTK faculty member and one course taught by a faculty member at the University of Sydney, followed by a credit-bearing internship.

### Utrecht School of Communication and Journalism
Program Type: UT Exchange  
Program Location: Utrecht, Netherlands  
**Quick Look:** Located less than an hour from Amsterdam, Utrecht is the perfect location for students. Utrecht buzzes with cultural festivals and offers a broad selection of bustling cafés, restaurants, and pubs along the canal-sides.

Summer Programs

### UTK Advertising in Rome
Program Type: UT Faculty-Directed  
Program Location: Rome, Italy  
**Quick Look:** Experience the rich cultural and historic city of Rome while engaging in the intersection of advertising and society. The course will emphasize the articulation of logical and informed opinions.

### UTK Summer Academic Internships
Program Type: UT Academic Internship  
Program Locations: Multiple  
Program Features: Internships  
**Quick Look:** Customizable internship locations include: Australia; Barcelona, Spain; Beijing, China; Hong Kong, China; Prague, Czech Republic; Tokyo, Japan.

### UT in Milan
Program Type: UT Direct  
Program Location: Milan, Italy  
**Quick Look:** Known for its appreciation of the arts and fashion, Milan also enjoys a unique landscape, home to the most skyscrapers in Italy, and also to canals that run throughout parts of the city.