

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.