



Media & Communications

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

8.00	BREAKFAST								
9.00–11.00	Students Arrive Induction and Orientation	English Assessments	English language and literature	London School of Economics (LSE) Media & Communication department	English language and literature	English language and literature	London Eye and Oxford Street		
11.30–13.30		Introduction to Media and Communications	Social media: mass self-communication		Print Journalism	Creating a PR Campaign			
13.30		LUNCH			LUNCH				
14.30–15.30		Representations in the Media Industry	The Film Industry		Warner Bros – Making of Harry Potter tour	Broadcast Journalism		Filming an advert	
15.45–16.45		Viral marketing campaigns	How to plan an Audio Visual Project		Newspaper Industry	Advertising Industry			
16.45		FREE TIME							
18.00		DINNER							
19.30		Welcome Dinner	Shopping at Westfield		Crafts or Sports Evening	West End Show		Free Evening	Boat Party