



# LONDON WINTER

## WINTER 2023/2024

### **PRIORITY APPLICATION DEADLINE**

SEPTEMBER 8, 2023

Application fee of \$150  
After this date, application fee is \$250

### **CONTACT**

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### **ADVERTISING SPORTS AND POPULAR CULTURE IN BRITAIN**

#### Advertising and Promotion

Sports, brands and popular culture are increasingly intertwined in the global marketplace. We will view branding in many cultural contexts such as sports, music, design, fashion, art, theatre and film. Through visits to advertising and public relations agencies and to museums like the Museum of Brands and the fashion exhibits at the Victoria and Albert Museum as well as to sports facilities such as Wimbledon, Chelsea FC, and Olympic Park, students will gain insights that lead to comparison with US practice and enable them to create integrated strategic communication executions.