About the “Summer in Siena” Program

- Our host will be the University of Siena.
- You will be staying at the student dormitories at the University.
- Classes will be held in the classrooms at the University, and will be taught by instructors from Purdue University.
- You will have the opportunity to explore Siena and other cities in Italy during the weekends! You may also check out the different events held in Italy and learn about the Italian culture!

How do I apply?

- Please contact Yeunjae (email addresses can be found below) for the necessary forms and information about next steps.
- You may apply for financial aid or scholarships.
- After completing the application materials, you will be informed of whether you are accepted into the program. Due to the limited number of dorm rooms, we will only be able to accept a certain number of students. Please apply early :)
- We look forward to hearing from you! See you in Siena, Italy in June, 2015!

For more information, please contact:

Yeunjae Lee (lee1935@purdue.edu)
Classes to be Offered:

Students will choose two classes from the following three options (3 credit hours each):

**COM303 Intercultural Communication**
A study of the complex relationship between culture and communication in a variety of interpersonal, group, organizational and computer-mediated settings. Explore the impact of perceptions, values, personal identity, beliefs, attitudes, cultural patterns, social institutions, culture shock, and acculturation processes on people’s ways of creating and interpreting verbal and nonverbal messages. The course focuses on the application of theory and current research for developing the knowledge, attitudes, and skills associated with intercultural communication competence.

**COM325 Interviewing: Principles and Practice**
Theory and practice of methods in selected interview settings such as: journalistic, employment, motivational, and focus group interviews. Dual emphasis on the interviewer as well as the interviewee. Focus on structuring interviews, questioning techniques, response strategies.

**COM495 Public Behavior and Social Dynamic**
The course is designed to help students understand “publics” and their “behaviors” that influence and are influenced by organizational behaviors and create social dynamics. We will study what publics are, how they behave, and some recurrent and emerging public related phenomena. Specifically, we will learn and apply current research, theories, and principles of identifying (segmenting/clustering) publics and learn how to work and deal with publics in and around organizations and society. With the conceptual understanding and applied exercises provided by the course, you should have the tools necessary to manage communication strategically and systematically.

Why the Siena program?
- You will earn 6 credits in just 4 weeks! That’s 15 weeks of classes in just 20 class days!
- All the classes offered will count towards communication majors and the social science requirements of other majors. Students are advised to double-check with their advisors.
- It is one of the most cost-effective programs. If you are an out-of-state or an international student, this program is cheaper than taking classes at Purdue.

Professors

Jeong-Nam Kim, Ph.D.
Brian Lamb School of Communication

Ralph Webb
Ph.D.
Brian Lamb School of Communication

Cost of Program

USD$4,000 which includes tuition and housing in Siena, required insurance, and study abroad fees.

It does not include your air tickets to Italy, local transportation and meals.

You may apply for scholarships available through the Study Abroad Office.