

VIPP GLOBAL VIRTUAL WINTER SCHOOL *at Michigan State University*

SOCIAL MEDIA FOR SOCIAL CHANGE

COURSE DESCRIPTION

This short course explores relationships between social media and social movements in global contexts. The topics covered focus on the uses of social media (also referred to as new or digital media) to mobilize masses of people in various locations over the last 30 years. Specific cases, such as the Zapatista uprising of 1994, Greta Thunberg's climate change movement, Reddit and the GameStop story, Brexit, and cryptocurrencies, illustrate the role of social media across global contexts. We will be using a workshop format to define concepts, analyze case studies, and develop collaborative online projects. The course will address the following questions:

- Could the movement propagate or even exist without contemporary internet technology and social media platforms?
- Is the movement governed/coordinated by a central agent, or is it decentralized?
- Who is the target audience for the social media campaign?
- How do individuals participate in the social movement through social media?
- What are the fundamental discursive devices (slogans, catch phrases, themes, memes, etc.) used on social media platforms to create a social movement?

DETAILS

Fees and Payment

- \$800 per person
- Pay online by January 2, 2023
- No refund once program starts

Delivery Platform

Zoom and D2L

Program Dates

10 days in a 2-week period:

Monday, January 9 to
Friday, January 20, 2023

HOW TO APPLY

Applications open November 1, 2022 and close December 16, 2022.

Contact vippsmsu@msu.edu for further information.To apply, visit vippp.msu.edu/winter

CLASS TIME

TIME ZONE	East Lansing, MI USA (EST)	Indonesia (Jakarta)	China Philippines Malaysia	Japan S. Korea
Local Time	7:30am - 9:00am	7:30pm - 9:00pm	8:30pm - 10:00pm	9:30pm - 11:00pm

Note:

- A total of 15 synchronous contact hours and approximately 15 hours of offline project time
- This course is equivalent to 1 credit at MSU but no official MSU credit will be awarded.

ADMISSION REQUIREMENTS

- Open to undergraduate or graduate students at any accredited college, as well as high school seniors
- Intermediate English skills
- Any major
- Must have a modern laptop or desktop computer and access to a reliable internet connection
- Must have a webcam
- Must commit to participate in all scheduled online meetings and complete all assignments on time

INSTRUCTORS**Ivan Maksymyk, PhD, CFA**

*Instructor, Department of Information Technology
Ecole des Hautes Etudes Commerciales de Montréal*

Dr. Ivan Maksymyk teaches high level courses in machine learning and programming at the HEC Montreal Department of Information Technology, with a focus on deep learning and neural networks, and machine learning applications in finance. He holds a PhD in Theoretical Particle Physics from the University of Montreal, and is a Chartered Financial Analyst. Dr. Maksymyk has expertise in web development and programming, as well as cybersecurity and intellectual property protection.

Salah D. Hassan, PhD

*Director, Global Studies in the Arts & Humanities
Michigan State University*

Dr. Salah D. Hassan is an associate professor in the Department of English and Director of the Global Studies in the Arts and Humanities Program at Michigan State University. He is also a core faculty member in the Muslim Studies Program. He teaches courses that focus on literatures of empire, anticolonial intellectual movements, and Arab American and Muslim American cultural production.

Certification

Upon successful completion of the program, a joint certificate will be awarded by the Visiting International Professional Program and Michigan State University Global Studies in the Arts and Humanities.

APPLICATION

Application will open on Nov 1, 2022 and close on Dec 16, 2022

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APPLY TODAY!



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CREATIVE ENTREPRENEURSHIP

COURSE DESCRIPTION

Have you ever thought about starting your own business? Do you have a problem in your daily life or in your community you'd like to solve? Do you have an idea for a new product or a new system to help improve people's lives? **Creative Entrepreneurship** is a 10-day course designed to help you discover the mindset of an entrepreneur while exploring creative thinking strategies.

This broad view course will introduce students to the world of entrepreneurs and their principles and habits while teaching critical thinking methods so students can think-up innovative ideas. Students will prove to themselves that they can produce innovative solutions under pressure, and more than just once! Students will gain understanding of situation evaluation, ideation of solutions, evaluation of solutions and how to share the solutions successfully to a wider audience (investors), as well as how to read consumers (target markets) and how to market their innovation or start-up. Through hands-on projects, students will explore various aspects of innovation needs or catalysts.

DETAILS

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Delivery Platform

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Program Dates

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CLASS TIME

TIME ZONE	East Lansing, MI USA (EST)	Indonesia (Jakarta)	China Philippines Malaysia	Japan S. Korea
Local Time	8:00pm - 9:30pm	8:00am - 9:30am	9:00am - 10:30am	10:00am - 11:30am

Note:

- A total of 15 synchronous contact hours and approximately 15 hours of offline project time
- This course is equivalent to 1 credit at MSU but no official MSU credit will be awarded.

COURSE FEATURES

- Unique opportunity for cross-cultural collaborative learning and meaningful international exchange with substantially lower program costs than a traditional in-person program.
- Designed for students in any major who are thinking of starting a start-up or need help to create innovation in their chosen field.
- Features individual hands-on projects and problems to solve. Projects will be evaluated and shared with the class so that students can learn from each other.

INSTRUCTOR**ROSS CHOWLES**

Professor of Practice

College of Communication Arts and Sciences

Advertising and Public Relations, Michigan State University

Ross Chowles is professor of practice in the Department of Advertising and Public Relations at Michigan State University. Chowles and his independent advertising agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. He also has had the privilege of judging all over the globe, from Canada to South Korea and China.

ADMISSION REQUIREMENTS

- Open to undergraduate or graduate students at any accredited college, as well as high school seniors
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- Any major
- Must have a modern laptop or desktop computer and access to a reliable internet connection
- Must have a webcam
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Certification

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APPLICATION

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