



ADVERTISING + PR International Advertising and Public Relations in China

International Advertising and Public Relations Program in China June 15 – June 28, 2026 (China Time), 2026 | **Beijing & Hohhot, China**



Are you ready to dive into international advertising and public relations while exploring the rich cultural heritage of China? The **International Advertising and Public Relations in China Program**, hosted by **Inner Mongolia University**, offers students a unique chance to combine academic learning with practical experience in one of the world's most dynamic markets.

PROGRAM HIGHLIGHTS

Description: 6 credits, 2 weeks online + 2 weeks on site (Beijing/Hohhot)

- Open to **students of all majors and all academic years (undergraduate & graduate students)**, whether you're in advertising, public relations, communication, marketing, agriculture, or another field, this program offers a unique global perspective.
- You will need to enroll **one** class from Advertising (ADV) and **one** class from Public Relations (PR).

Advertising Undergraduate Course Options:

- ADV334 International Advertising
- ADV492 Special Topics in Advertising

Public Relations Undergraduate Course Options:

- PR425 Public Relations Strategy and Ethics in a Digital World
- PR492 Special Topics in Public Relations

Graduate Course Options:

- ADV825 Advertising and Public Relations Strategies
- CAS890 Independent Study

Directors:

Dr. Mengyan Ma, Assistant Professor at Department of Advertising and Public Relations,
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Interest Form

Complete the interest form to receive follow up information

Apply program here: msueducationabroad.via-trm.com/program_brochure/25196

Application Deadline: February 1, 2026

All information about scholarships, financial aid and the bridge loan is available here:
<https://educationabroad.isp.msu.edu/plan/funding-options/financial-aid-and-loans/>

Industry Insight

Visiting two of China's top dairy companies:

- **Mengniu Dairy** (ranked 7th globally) is a Worldwide Olympic Partner through 2032. This partnership includes the 2024 Olympic Games in Paris, the 2026 Winter Olympic Games, and the 2028 Olympic Games in Los Angeles. Mengniu also hosts the "China Night" event at the host cities of future Olympic Games. Check <https://www.mengniuir.com/en/index.aspx> for more information.
- **Yili Group** (ranked 5th globally) became partner with the Asian Football Confederation (AFC) for the 2021 to 2024 rights cycle. Yili Group becomes English soccer giants Manchester City's official dairy partner in multi-year deal since 2024. Check <https://www.yili.com/en/> for more information.



Cultural Immersion

- Explore **Beijing**, the capital city of China, with visits to iconic landmarks such as the Forbidden City, Tiananmen Square, the Great Wall, and the Summer Palace, as well as cultural highlights in **Hohhot**, including Dazhao Temple and Yili Health Valley.



Have questions? Feel free to contact:

- Dr. Mengyan Ma, Assistant Professor, Department of Advertising and Public Relations, mamengya@msu.edu
- Dr. Luke Capizzo, Assistant Professor, Department of Advertising and Public Relations, capizzol@msu.edu



Itinerary

Date (China Time)	Details
6/15	Students arrive in Beijing, China. Stay at Aloft Beijing Haidian Hotel. Program orientation.
6/16	Morning: Travel by high-speed rail from Beijing North Station to Hohhot Station. Evening (6:00–8:00 pm): Welcome ceremony at Inner Mongolia University.
6/17	Morning (9:30 am–12:00 pm): Lecture on the development and research of international advertising. Afternoon (2:00–5:30 pm): Cultural visit to Dazhao Temple.
6/18	Lecture and field study: Ethnic diversity in Hohhot and its external communication strategies.
6/19	Morning (9:30–11:30 am): Lecture on international public relations and crisis communication. Afternoon (2:00–5:30 pm): Overview of China's dairy industry and its media influence, comparing Yili, Mengniu, Junlebao, Weigang, and Bright Dairy.
6/20	Field visit to grassland ranches; exploration of overall promotional strategies of Inner Mongolia's dairy industry.
6/21	Visit to Yili Health Valley. Group discussion: Characteristics of Yili Health Valley's brand building.
6/22	Visit to Mengniu Group. Group discussion: Characteristics of Mengniu's brand building.
6/23	Morning: Class discussion on international career development in advertising and public relations. Afternoon: Group discussions and personal experience sharing.
6/24	Program closing ceremony.
6/25	Cultural exploration: Tiananmen Square and the Forbidden City.
6/26	Cultural exploration: The Great Wall.
6/27	Cultural exploration: The Summer Palace.
6/28	Program ends; U.S. students return home.