



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Global Engagement and International Education

**Summer Program 2026 Boston University
Interactive Marketing Communication, Presentation Skills,
Public Relations and Event Management**

PROGRAM OBJECTIVE

Over the course of three weeks participants will receive instruction in the areas of interactive marketing communication, public relations, events management and public speaking/presentation skills. Participants will learn the right consumer engagement strategies and techniques, public relations strategies, the role of events in public relations planning and execution, effective public speaking techniques and how to prepare and deliver an informative and persuasive presentation.

COURSES DESCRIPTION

Course 1. Integrated marketing communication, 25 hours: Integrated marketing communication, 25 hours: interactive consumer engagement strategies and tactics (e.g., user generated content, viral communication campaigns, social networking, blogs and online communities, web interactive platforms, AI tools, etc.)

This course explores the evolution of interactive marketing and the vital role digital technologies play in planning and implementing marketing communication campaigns. Students will learn how digital and social media are revolutionizing advertising, public relations, and corporate communications. Specific topics will include SEO (search engine optimization), SEM (search engine marketing), GEO (generative engine optimization), database and email marketing, community management, emerging social media strategies and platforms and the future of marketing. Students will work on team projects to design and present interactive marketing campaigns. The class will visit several major advertising and digital marketing agencies in the Boston area.

Lesson typology: Both theoretical and practical lessons, with group assignments, project work and site visits.

Course 2. Event Planning and Promotion, 25 hours: explores the theory and practice of public relations/promotion and the power, planning and implementation of special events. Students will learn how professionals plan, manage and promote special events ranging from corporate conferences to fundraising galas to wedding receptions. Event planning topics will include budgeting, site evaluation and selection, food and beverage planning, design/decor fundamentals, event budgeting and evaluation. Public relations/promotion topics will include marketing and public relations fundamentals, working with traditional and social media, creative storytelling, influencer strategies, and inbound marketing. Students will visit multiple event locations in Boston as well as various public relations and/or marketing companies for tours and guest lectures.

Lesson typology: Both theoretical and practical lessons, with group assignments, project work and site visits.

Course 3. Presentation Skills, 25 hours:

What is the essence of powerful storytelling? How can a presenter engage, inform, and persuade an audience through effective presentation skills? These are the fundamental questions addressed in this in-depth course that demonstrates and teaches best practices in professional presenting. Students will learn presentation skills that will assist them in narrative, informative, persuasive, and group presentations. Course instruction will take participants from classrooms to television studios to train students on managing multimedia stories, television interviews, and press conferences, while demonstrating a strong command of visual assets. The course is structured to help participants overcome common flaws and misconceptions about public speaking, in order to deliver effective presentations in any setting.

Lesson typology: Both theoretical and practical lessons, with group assignments and project work.

In addition to the above courses, students will be welcome to Boston with an informal reception providing student and faculty the opportunity to get to know each other on a personal level.



Optional trips are available as well: a one-day trip to Martha's Vineyard allows student the chance to explore one of New England's most beautiful island communities.

A trip to New York City is also available. Hotel accommodations are arranged in New York City and students are free to explore the city on their own. A "graduation" ceremony takes place on the last day of the program allowing students and faculty to celebrate our time together in Boston.