

Towson University
Corporate Communication in the UK
Minimester 2025
(Subject to change)

Friday, January 3	Depart U.S. for London
Saturday, January 4	Arrive at London Heathrow airport Bus transfer from airport to hotel On-site orientation Walking tour of local area, overview of the London Underground Welcome group dinner Overnight in London
Sunday, January 5	Breakfast Bus tour of London Overnight in London
Monday, January 6	Breakfast TU class at AIFS center Guest lecture: <i>British Media & Culture - Comparison between the British and American Political and Governmental Structures</i> Shoreditch walking food tour Overnight in London
Tuesday, January 7	Breakfast TU class at AIFS center Guest lecture: <i>Differences Between Media Systems in the U.S. and U.K.</i> Break for lunch Visit a local advertising agency Overnight in London
Wednesday, January 8	Breakfast Guest lecture: <i>The Political Media and Freedom of Expression in England vs. the United States</i> Visit the BBC Overnight in London
Thursday, January 9	Breakfast Guest lecture: <i>Crisis Communications</i> Visit Borkowski PR Agency West End theatre show (TBD) Overnight in London
Friday, January 10	Breakfast TU Class in AIFS center Guest lecture: <i>The Future of the BBC</i> Tour of a London newspaper Overnight in London

Saturday, January 11	<p>Breakfast</p> <p>Flight on the London Eye</p> <p>Afternoon tea at Kensington Palace</p> <p>Overnight in London</p>
Sunday, January 12	<p>Breakfast</p> <p>Free day</p>
Monday, January 13	<p>Breakfast</p> <p>Visit Think Tank public relations firm and participate in a workshop</p> <p>Overnight in London</p>
Tuesday, January 14	<p>Breakfast</p> <p>TU class in AIFS center</p> <p>Guest lecture: <i>Brexit and its Impact on the British economy</i></p> <p>Guided tour of the British Museum</p> <p>Overnight in London</p>
Wednesday, January 15	<p>Breakfast</p> <p>All day excursion to Oxford</p> <p>Overnight in London</p>
Thursday, January 16	<p>Breakfast</p> <p>Guest lecture: <i>Ethical issues that AI raises in Journalism, PR, and Advertising</i></p> <p>Visit Lord's Cricket Ground</p> <p>Overnight in London</p>
Friday, January 17	<p>Breakfast</p> <p>Free day</p> <p>Farewell group dinner</p> <p>Overnight in London</p>
Saturday, January 18	<p>Breakfast</p> <p>Bus transfer to the airport</p> <p>Return to the U.S.</p>