



## BARCELONA

STUDY ABROAD EXPERIENCE

Appalachian State University - Advertising and PR in the Spanish Wine Industry  
Summer 2022

# Advertising and PR in the Spanish Wine Industry (Summer 2022)

The trip offers a unique experience for students to acquire knowledge of the advertising and public relations practices in the Spanish wine industry. We will visit universities, marketing agencies, and wineries in Barcelona. You will learn how wine is produced and marketed to local and global audiences. All majors are invited to participate. The trip offers 3 course credits. No prior advertising or PR experience is required. May 11-May 21, 2022 (11 days), Cost \$3,990 (excludes airfare & some meals).

Dr. Shanshan Lou [lous@appstate.edu](mailto:lous@appstate.edu)  
Dr. Jiangxue Han [hanj2@appstate.edu](mailto:hanj2@appstate.edu)

### DAY 1

Welcome to Barcelona

---

### DAY 2

Explore the City!

---

### DAY 3

Wine in Catalonia and Spain

---

### DAY 4-5

Freetime Activity

---

### DAY 6

Local Winery and Cava Producer

---

### DAY 7

Advertising Wines & Spanish Cooking Class

---

### DAY 8

Guided Tour - Cracia & Vermut

---

### DAY 9

Ecological Winery & Girona

---

### DAY 10

Reentry Workshop

---

### DAY 11

Farewell