



Course Title: Storytelling for Advertising, Marketing, & Public Relations in London

Program and Date: London Winter 26-27; December 26, 2026, to January 7, 2027

Academic Department: Journalism & Mass Communications (Strategic Communications)

Instructor Name: Dr. Marcie Hinton

Instructor Email and Phone: mhinton@murraystate.edu; 270.809.5308

Get to Know Your Professor: Everything I know, I learned from *Southern Living* Magazine. That's not exactly true, but I interned and then worked as a public relations/marketing/promotions specialist and magazine feature writer. *Southern Living* gifted me with a love of travel, food, writing, promotion, and networking. I also worked for a book publisher before earning my Ph.D. at the University of Tennessee and becoming a professor. At Murray State University, I teach both graduate and undergraduate students in the Journalism and Mass Communications department for the strategic communications program. My research centers around media and tourism. I study the travel industry, particularly how media storytelling is used by consumers to determine travel itineraries—along with how movie producers incorporate such things in movies. My favorite thing as a professor is to take undergraduate and graduate students all over the world to study abroad. I have taught classes in London, Italy, New York, and Scotland and next year I'm going to be teaching in Iceland.

Course Description: More than 22 million travelers visit London yearly. Tourism is a big economic driver and relationship builder! This media literacy course uses the public relations, advertising and marketing lens' to discover how London uses mass media to promote itself and how content creators contribute to culture and the economy. We will examine tourism and travel narratives in England and become influencers, journalists, advertisers, and press agents by exploring museums like the Victoria and Albert, iconic architecture like Elizabeth Tower, and stories like Harry Potter to discover the power of media in global tourism.

Course Level and Credit Hours: Upper Division Undergraduate, Honors and graduate; 3 credit hours; no prerequisites.

Student Learning Outcomes: Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:

Recognize the nature and structure of mass media, including newspapers, magazines, books, recorded sound, radio, broadcast and cable TV, film and internet.

Relate concepts of communication models, audience analysis, theories of mass communication research, social effects and criticism of the media to observable and created content.

Contrast the ethical codes and laws that govern media and people in different countries around the world.

Articulate the diverse and cultural role of media in various storytelling formats, including film, television, video games, newspapers, magazines, and radio.

Role-play media storytellers for global audiences.

Required Readings and Materials:

Online articles and readings found via Google Classroom. Samples include:

- *Media, Place and Tourism: Worlds of Imagination* (Reijnders et al.): Covers policy strategies for developing media-induced tourism.
- Articles from academic journals such as *Journal of Travel & Tourism Marketing* and *International Journal of Communication*.
- <https://www.hollywoodreporter.com/business/business-news/london-new-hollywood-1236208885/>
- <https://www.londonperfect.com/blog/2021/10/shopping-in-london-british-heritage-brands/>
- <https://www.forbes.com/councils/forbescoachescouncil/2025/01/24/the-power-of-purpose-driven-brand-stories-a-synopsis/>

Assignments and Grades:

Attendance and General Participation	100 points
Reflective Journal entries with prompts	150
UB Tour Guide/Presentation activities	200
Movie/Play review	100
Social Media Posts	150
Blog Post	150
Pre-departure readings and analysis	150

HONORS STUDENTS: Honors students also will be required to manage the digital media associated with the class, including Website uploads, social media posts, and monitoring and reporting the analytics facilitating discussions about SEO suggests according to the data-driven audience analysis of the analytics. They will meet separately with me once a week on-site to organize and will be given class time to facilitate the audience analysis so the undergraduate students can adjust for their second additional social media posts and adjust their blog content (extra 200 points)

GRADUATE STUDENTS: Will teach one of the storytelling venue visits, provide the journal prompt and create a literature review and onsite data collection for a co-authored paper to be submitted to a journal or conference. They will also work with the Honors students on the audience analytics, but not be required to do the review or complete the journal prompts as specified above (extra 200 points) (to be completed by February 1).

Grading Scale:

90 – 100% = A
80 – 89% = B
70 – 79% = C
60 – 69% = D
Below 60% = F

Onsite Learning Experiences and Activities:

Victoria and Albert Museum: Tapestry, Theater, AI and Photography exhibits.
Warner Brothers Studios in Leavesden
British Library: Beatles, Jane Austen, art forms of storytelling
Harry Potter, Sherlock Holmes, or James Bond walking tour
St. Pancras Hotel/Kings Cross as movie locations
Nighttime photography walking tour
National Portrait Gallery/Tate Modern
Museum of Brands
Hampstead Heath as a movie location

Attendance Policy:

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused. Attendance is 10% of the final grade; Any assignment or excursion missed will have to be done on one's own to complete journal assignments.

Academic Integrity Policy:

Plagiarism or other forms of academic dishonesty (see your campus student handbook for definitions) will not be tolerated and will result in failing assignment grades or even a course grade of F. Violations of academic honesty will be reported back to student's home campus. Using A.I. to write assignments is prohibited. We will talk about using AI ethically for research and structure.

Physical Expectations:

The program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags and belongings.

Disability Accommodation:

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

Title IX Policy:

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.

Statement about Final Syllabus:

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.