CUSTOMIZED MARKETING Support
CEA CAPA Customized Marketing Support

As CEA CAPA strives to provide varying levels of personalized support to each institutional partnership, our Marketing team can develop and implement customized marketing solutions for study abroad, internship, and faculty-led programming. We can create marketing collateral such as tailored student recruitment emails, customized websites, institution-branded brochures, presentation templates, and more.

Email

CEA CAPA can create email content to be sent directly to students from your study abroad office, from CEA CAPA or both. CEA CAPA can develop a single email, or an email campaign to assist in the recruitment process. Emails can be customized to meet your needs with some of the following:
- Co-branded CEA CAPA and your Institution logo-header
- Tailored content for your program, including:
  - Program offerings
  - Course and credit information
  - Program inclusions and activities

Marketing Materials

Brochures (Digital and/or Print)

CEA CAPA can modify our brochure to meet your university’s CEA CAPA program offerings. Your university logo, unique program offerings, and photos are all options in customizing the brochure to provide advisors, students, and faculty with material that is true to your partnership with CAPA.

Flyers

Digital and print one-page flyers and/or postcards can be created to promote your specific program to assist in student recruitment. Flyers are customized to highlight important aspects of your program, including course and credit offerings, activities and excursions, dates, price, and more.

On-Campus Advertising

CEA CAPA can develop advertising materials to be utilized on your campus—such as on digital signage boards. Unique QR codes are used on these ads to provide students quick access to program websites and information.

Study Abroad Website Landing Pages

CEA CAPA will work collaboratively with your study abroad office to develop content for university landing pages (such as TerraDotta or ViaTRM). This can include custom program information, location details, photos, and more.

Videos

Short videos highlighting the program can be developed to use across multiple platforms.

Presentations

PowerPoint presentations to promote the program at info sessions, to faculty, and other recruitment sessions can be designed.

Social Media

Utilize social media toolkits created by CAPA to advertise on your university study abroad office’s social media pages. This can include Instagram photos and copy, story videos, and Facebook posts with photos and copy.

Website

CEA CAPA can develop a unique website for your program. The customized website provides a one-stop location for students to learn about the program, start an application, and find contact information for your institution and CEA CAPA.
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ON-CAMPUS AD

STUDY & INTERNSHIP ABROAD

SPRING | SUMMER | FALL

Barcelona, Spain

Florence, Italy

Dublin, Ireland

London, UK

Sydney, Australia

Connect with the International & Off Campus Studies Office to learn more!

Olin 103 | 309-794-7402

SCAN ME
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CAPA Florence for UMass Students

UMass students receive a $1,700 discount for semester programs and do not have to pay the $95 application fee! Be sure to use the application link below.

The CAPA Florence Semester Program is housed in the Palazzo Galli-Tadolini in the Santa Croce neighborhood of Florence. Here you will attend classes and soak up regional history and culture in the center of the city’s traditional artists’ quarter. The program offers many contextual and fine arts courses taught in English, as well as Italian language courses at any level. The Center includes a library, a media room, wireless internet access, and a computer lab, plus access to a fine arts studio at the nearby art school. CAPA’s My Global City activities are designed to empower you to make specific connections between your classroom learning and the outside world—and have fun! The My Global City calendar offers a series of events, activities and self-directed explorations developed along.

About this program

<table>
<thead>
<tr>
<th>Type</th>
<th>Internship, Study Abroad</th>
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<tbody>
<tr>
<td>Language and Location</td>
<td>Immersion Program</td>
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<td>Instructional Languages</td>
<td>English</td>
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<td>Locations</td>
<td>Florence, Italy</td>
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<tr>
<td>Housing</td>
<td>Host family, shared apartment</td>
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Academics


Host Organization

- **Host Organization:** CAPA The Global Education Network

Activities

- **Activities:** CAPA-led events include a walk up to Piazzale Michelangelo for stunning views over the city of Florence and a hike in the nearby hills, followed by dinner in one of the best pizzerias in town. Other activities, often self-guided, reflect what is on in the city at the time and may include a walking tour to one of the most important markets of Florence, tasting typical Italian snacks, a night at the opera, or attending soccer matches at the Florence Stadium. Social events and program activities include an arrival event, welcome dinner, and a farewell event.
CEA CAPA can develop a unique website for your program. The customized website provides a one-stop location for students to learn about the program, start an application, and find contact information for your institution and CEA CAPA.
Short videos highlighting the program can be developed to use across multiple platforms.