

MILLERSVILLE UNIVERSITY
OFFICE OF INTERNATIONAL
PROGRAMS AND SERVICES



SUMMER SHORT-TERM PROGRAMS

Millersville University offers international visitors the chance to study English, American culture and other academic topics in historic Lancaster County, Pennsylvania for one or more weeks. The Office of International Programs and Services provides custom short-term programs from May to August. Participants can apply individually or in groups of 8 or more for a customized experience.

**APPLICATIONS FOR SUMMER 2025 ARE
OPEN NOW AND DUE BY MAY 1ST**

Program Options Include:

- Intensive English
- College Immersion
- English for Specific Purposes
- Business and Leadership
- Information Technology

Customized options are available upon request.

**DISCOUNTS AVAILABLE FOR JUNE/JULY
PROGRAMS AND GROUPS OF 15 OR MORE**

CONTACT US

international@millersville.edu
or call **+1 (717) 871-7506**.



PROGRAM COST INCLUDES:

Airport pick up & drop off, Comprehensive orientation & reception, lodging and meals, 12-15 hours of instruction per week, required study materials, cultural excursions to New York City and Washington, DC, and welcome and farewell dinner.

SELECTED SEMINAR TOPICS FOR SUMMER 2025

AI Applications in Business

The "**AI Applications in Business**" seminar will introduce key AI concepts and their practical applications in various business sectors, including marketing, finance, and operations. Through hands-on projects, students will learn how AI tools like machine learning, data analytics, and automation can optimize decision-making, enhance customer experience, and streamline processes. The seminar will also cover ethical considerations and emerging trends. By the end, students will gain valuable insights into AI-driven strategies, positioning them for roles in innovation, consulting, or management. Participants will enhance job readiness and a deeper understanding of AI's transformative power in modern business environments.

Marketing -Spark Your Imagination with Hot Marketing Strategies

The "**Spark Your Imagination with Hot Marketing Strategies**" seminar will ignite creativity in marketing by exploring cutting-edge tactics and innovative approaches. Participants will learn how to harness the power of digital tools, social media trends, and consumer psychology to develop dynamic marketing campaigns that stand out in competitive markets. Through real-world case studies and hands-on activities, attendees will discover how to engage audiences, boost brand visibility, and drive conversions. Whether you are looking to refresh your current marketing efforts or launch something entirely new, this seminar will equip you with the latest strategies to fuel your marketing success.

Leadership in Business and Technology

The "**Leadership in Business and Technology**" seminar will explore the essential skills needed to lead effectively in today's tech-driven business environment. Participants will learn how to navigate the intersection of innovation and management, focusing on leadership strategies that foster collaboration, drive technological adoption, and inspire teams to achieve high performance. Key topics include digital transformation, change management, and ethical decision-making in technology. Through case studies and interactive discussions, attendees will gain insights into balancing technical knowledge with strong leadership capabilities, preparing them to lead organizations through the rapidly evolving landscape of business and technology.