

# COURSE DETAIL

## UNDERSTANDING ADVERTISING

**Country**

Korea, South

**Host Institution**

Korea University

**Program(s)**

Korea University

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

15

**UCEAP Course Suffix****UCEAP Official Title**

UNDERSTANDING ADVERTISING

**UCEAP Transcript Title**

ADVERTISING

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course provides a comprehensive introduction to the principles and practices of Advertising and Integrated Brand Promotion (IBP), emphasizing their role as persuasive communication tools within marketing. The course examines Advertising and IBP as: (1) an element in our social system; (2) a business system; (3) an art and communication form, and (4) a science.

### Language(s) of Instruction

English

### Host Institution Course Number

JMCO267

### Host Institution Course Title

UNDERSTANDING ADVERTISING

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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