

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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