

COURSE DETAIL

MARKETING COMMUNICATION CAMPAIGN

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

146

UCEAP Course Suffix**UCEAP Official Title**

MARKETING COMMUNICATION CAMPAIGN

UCEAP Transcript Title

MARKETING CAMPAIGN

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

In this course students practice planning an integrated marketing communication campaign for real brands from beginning to end. The process includes situation analysis, strategic planning, creative messaging, media planning, etc. Assessment: Midterm (20%), Final (40%), Attendance and participation (20%), Assignments (20%)

Language(s) of Instruction

Korean

Host Institution Course Number

COM4115

Host Institution Course Title

MARKETING COMMUNICATION CAMPAIGN

Host Institution Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Mass Communication

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