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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Mass Communication

Course Last Reviewed

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