

COURSE DETAIL

ADVERTISING IN THE DIGITAL AGE

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

100

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING IN THE DIGITAL AGE

UCEAP Transcript Title

ADVERTIS/DIGITL AGE

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Digitalization has significantly impacted modern society, especially the media industry. It has changed the way we deliver messages and led the change of media users, who are now both audience and creator. Digitalization has also catalyzed the prevalence and importance of data. Specifically, in marketing communication, information about audiences is abundant and various. This course explores the new concept of brand communication in the current marketing and media environment from theoretical and practical perspectives, and provides students with diverse applications of experience to brand marketing discipline.

Language(s) of Instruction

English

Host Institution Course Number

COM3180

Host Institution Course Title

ADVERTISING IN DIGITAL AGE

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communication

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