

COURSE DETAIL

ADVERTISING AND MEDIA TECHNOLOGY

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 AND MEDIA TECHNOLOGY

UCEAP Transcript Title

ADVERTIS/MEDIA TECH

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores strategic approaches to media technology required by advertising and PR professionals in today's rapidly evolving media landscape. This course examines how the digital media market is changing, examines fundamental terms and various strategies in digital communication, and cultivates analytical and problem-solving skills necessary for strategic communication.

Topics include Advertising and Media Technology, Customer Journey and Advertising, Online Behavioral Advertising, Media Platforms and Advertising (Social Media, Influencer Marketing), VR, AR, and Metaverse, Subscription Economy and Advertising, AI/ML and Advertising, and Big Data Marketing and Privacy.

Language(s) of Instruction

English

Host Institution Course Number

COM3180

Host Institution Course Title

ADVERTISING AND MEDIA TECHNOLOGY

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communication

Course Last Reviewed

2025-2026

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