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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