

COURSE DETAIL

UNDERSTANDING OF ADVERTISING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

158

UCEAP Course Suffix**UCEAP Official Title**

UNDERSTANDING OF ADVERTISING

UCEAP Transcript Title

ADVERTISING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course provides a study of the fundamental principles of advertising as well as practical experience as a practitioner in an advertising agency. It covers the role of advertising and promotion and their relationship to our media, economy, culture and marketing system. Topics include types of advertising, process of advertising development, consumer segments and targeting strategies, creative strategies, and media channels and characteristics. Students learn the campaign process, write campaign proposals, conduct consumer research and analyze market environments to obtain ad campaign insights, and make professional presentations.

Language(s) of Instruction

English

Host Institution Course Number

COM2105

Host Institution Course Title

UNDERSTANDING OF ADVERTISING

Host Institution Course Details

<https://underwood1.yonsei.ac.kr/report/createJSPReport.jsp>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2022-2023

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