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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