COURSE DETAIL

K-WAVE IN INTERNATIONAL CONSUMER INSIGHT
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University Summer
UCEAP Course Level Lower Division
UCEAP Subject Area(s) International Studies Asian Studies
UCEAP Course Number 50
UCEAP Course Suffix S
UCEAP Official Title K-WAVE IN INTERNATIONAL CONSUMER INSIGHT
UCEAP Transcript Title K-WAVE/INTL CONSUMR
UCEAP Quarter Units 4.50
UCEAP Semester Units

3.00

Course Description

This course explores the phenomenon of K-Wave and its impact on international consumer insight. It discusses how K-Wave has been initiated, developed, and proliferated and how it has earned business and marketing power on the other industries, cultures, and countries.

Language(s) of Instruction
English

Host Institution Course Number
IEE2094

Host Institution Course Title
K-WAVE IN INTERNATIONAL CONSUMER INSIGHT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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