

## 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 Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

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