COURSE DETAIL

INTEGRATED MARKETING COMMUNICATIONS
Country Korea, South
Host Institution Korea University
Program(s) Korea University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title INTEGRATED MARKETING COMMUNICATIONS
UCEAP Transcript Title INT MKTG COMM
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Marketing communications are how firms inform, persuade, and remind consumers about their brands which are viewed as one part of the overall marketing mix. The goal of marketing communications is to convey meanings to the relevant consumer audience to build a strong brand value. Designing an effective marketing communications mix involves moving the target customer from their current knowledge state on a firm's brand values to the state desired by the firm.

This course teaches how to design a marketing communication plan to build brand values. Furthermore, it discusses how to develop an effective marketing communication program and how to design and evaluate different communication plans to achieving the desired objectives of the firm.

Important note: The course covers recent advertising clips, including Korean ads that are presented in KOREAN language. There may also be guest speakers from Korean advertising agencies who may lecture in Korean only.

Language(s) of Instruction
English

Host Institution Course Number
BUSS238

Host Institution Course Title
ADVERTISING MANAGEMENT

Host Institution Course Details
https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanView.jsp?year=2023&term=2R...

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Host Institution Department Business Administration
Course Last Reviewed 2023-2024

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