

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

INTEGRATED MARKETING COMMUNICATIONS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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