COURSE DETAIL

STRATEGIC BRAND MANAGEMENT OF KOREAN IDENTITY
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University Summer
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration Asian Studies
UCEAP Course Number 106
UCEAP Course Suffix S
UCEAP Official Title STRATEGIC BRAND MANAGEMENT OF KOREAN IDENTITY
UCEAP Transcript Title BRANDING KOREA
UCEAP Quarter Units 4.50
UCEAP Semester Units

3.00

Course Description

This course explores the intricate dynamics of branding in our modern society, focusing on Korea as a country brand that encapsulates a multifaceted identity through elements that shape its distinctive global presence. The course aims to dissect the evolution and development of Korea as a country brand, specifically exploring how its individual facets have contributed to the formation of the overarching country brand identity. Through an exploration of strategic brand communication principles, the course explores the essence of brands; their significance, components, and mechanisms of manifestation. Emphasis is placed on case studies and practical exercises, focusing on sub branding elements including K-pop, K culture, and K-products.

Language(s) of Instruction
English

Host Institution Course Number
IEE2105

Host Institution Course Title
STRATEGIC BRAND COMMUNICATION: BRANDING KOREA

Host Institution Course Details
https://summer.yonsei.ac.kr/summer/program/general02.do?mode=download&articleNo...

Host Institution Campus
Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Korean Studies

Course Last Reviewed
2024-2025

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