

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

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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 MANAGEMENT OF KOREAN IDENTITY

Host Institution Campus

Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Korean Studies

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