

COURSE DETAIL

ADVERTISING AND MEDIA TECHNOLOGY

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

104

UCEAP Course Suffix

S

UCEAP Official Title

ADVERTISING AND MEDIA TECHNOLOGY

UCEAP Transcript Title

ADVERTISING&MEDIA T

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course explores the media technology strategies required for strategic communication professionals (advertising, PR) in the rapidly changing media environment. By examining how the digital media market is evolving and understanding the fundamental terminology and various strategies needed for digital communication, the course aims to develop the analytical and problem-solving skills essential for effective strategic communication.

Language(s) of Instruction

English

Host Institution Course Number

COM3180

Host Institution Course Title

ADVERTISING AND MEDIA TECHNOLOGY

Host Institution Course Details

<https://summer.yonsei.ac.kr/summer/index.do>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

[Print](#)