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
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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

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