



HANYANG UNIVERSITY

2018 HISS Syllabus

[International Advertising and Communication]

Professor: **Jooyoung Kim**
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Home Univ.: University of Georgia
Dept.: Advertising and Public Relations

Description: This course focuses on the present and the future of advertising and communication in the global context: global competition and worldwide markets and brand communication in very different cultural, regulatory and competitive conditions.

Objective: Students will know the major concepts of international advertising and their importance to global marketing and communication activities around the world; know the history and current state of international and cross-cultural advertising practice; know the potential influence of cultural factors on international and cross-cultural advertising and communication practices.

Preparations: Textbook needed? NO Pre-knowledge needed? NO Materials needed? NO

Schedule:

Week 1	International Advertising Terms & Trends; Environmental Factors
Week 2	Values and Culture in Communication
Week 3	Advertising Creative and Culture
Week 4	International Advertising Plan Assignment (Group Assignment)

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	0	20	40	20	0

Hanyang International Summer School

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