



# HANYANG UNIVERSITY

## 2018 HISS Syllabus

### [Introduction to Advertising]

Professor:	<b>Jooyoung Kim</b>
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Home Univ.:	University of Georgia
Dept.:	Advertising and Public Relations

Description:	This course covers essential topics related to advertising as business tool and social phenomenon.
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Objective:	Students will learn the overall principles of advertising, planning and management, which include: (1) analyzing companies and markets, (2) studying consumers' attitude and behavior, (3) selecting the market to serve, (4) branding a product or service, and (5) communicating the positioning message to consumers.
Preparations:	Textbook needed? NO Pre-knowledge needed? NO Materials needed? NO

Schedule:	Week 1 Advertising and Brand Communication
	Week 2 Consumer and Market Research, Midterm
	Week 3 Creative and Media Strategy
	Week 4 Measuring Advertising Effectiveness, Final

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	20	20	10	30	0

#### Hanyang International Summer School

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