



# HANYANG UNIVERSITY

## 2019 HISS Syllabus

### (International Advertising and Communication)

Professor:	<b>Jooyoung Kim</b>
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Description:	This course focuses on advertising in international environment: global competition and worldwide markets; and brand communication in very different cultural, regulatory and competitive conditions.
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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 is NOT needed. Pre-knowledge is NOT needed.

Schedule:	Week 1	International Advertising Trends; Environmental Factors; Entry Strategies
	Week 2	Culture and Consumer Behavior, Advertising and Media
	Week 3	Executorial Style and Culture
	Week 4	Final Project: International advertising plan

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	20	20	20	20	00

#### Hanyang International Summer School

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