



HANYANG UNIVERSITY

2019 HISS Syllabus

(Introduction to Advertising)

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Dept.:	Advertising and Public Relations
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Description:	An overview of how advertising works through integration of creative, social and digital media, planning, and brand management. Key strategies, techniques, and skills used by professionals and fundamental theories behind them are discussed.
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Objective:	Students in this course will learn the overall principles of advertising and how to persuade consumers by (1) analyzing firms and markets, (2) studying consumers' attitude and behavior, (3) selecting the markets for advertising and branding a product or service, and (4) crafting and communicating the messages for persuasion.
Preparations:	Textbook is NOT needed. Pre-knowledge is NOT needed.

Schedule:	Week 1	How Advertising and Brand Communication Work
	Week 2	Strategic Research; Segmenting and Targeting the Audience
	Week 3	Creative and Media
	Week 4	Integrated Marketing Communications: Principles, Practice, and Evaluation

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	20	20	10	30	00

Hanyang International Summer School

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