



HANYANG UNIVERSITY

Hanyang International Summer School

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	Home University	Hanyang University ERICA				
	Department	Advertisement and Public Relations				
	Homepage	https://adpr.hanyang.ac.kr/e_main.php				
Course Information	Class No.	18047	Course Code	TBA	Credits	3
	Course Name	Advertising & Promotion				
	Lecture Schedule	Tue-Fri / 09:00~12:00				
	Course Description	<p>In this course, you will master the elements of an advertising campaign from the perspective of a practitioner and produce an integrated marketing communication campaign plan for the clients.</p> <p>This course is designed to facilitate an understanding of the strategic management of an advertising campaign according to each step of the strategic planning – analyzing target audience/situation, setting the objective, planning the programs, and evaluating the results. Specifically, this course reviews the whole process to analyze the environment of the client, to develop informed objectives and strategies, to select proper strategy and tactics to implement campaigns, and to evaluate overall campaign effectiveness. Both primary and secondary research are required for developing the campaign plan followed by objectives, programming, evaluation, and stewardship.</p> <p>This course marks your transition from student to professional. This course represents an opportunity to bring together everything you’ve learned, including research methods, writing, strategy, and visual communications. You will work with a team on behalf of a client to develop a robust, strategic, measurable, and actionable strategic communications plan. You will be assessed based on the quality, creativity and professionalism of your work product.</p>				
	Course Objective	<ul style="list-style-type: none"> • To provide students an experience in workplace teamwork, through communicating openly and diplomatically, demonstrating accountability, balancing leadership with cooperative behaviors, and practicing consensus-building skills for the good of the campaign project • To provide you with an experience in workplace competition, offering a “real working world” lesson in pitching clients and afterwards, learning from comparing campaigns • To enhance students’ portfolios by developing and producing communication tactics to support their campaign • To foster students’ understanding of professional standards, ethics, and values in advertising area 				
	Prerequisite	N/A				



	Materials/Textbooks		
Evaluation	Attendance	10 %	Quiz %
	Assignment	20 %	Mid-term Exam 20 %
	Presentation	10 %	Final Exam %
	Group Project	30 %	Participation 10 %
	Etc.	Evaluation Item	
			%
			%
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony
		Day 2	Course Introduction & Creating an Advertising Strategy
		Day 3	Researching Your Client's Product_Secondary Research
		Day 4	Researching Your Client's Product_Primary Research & Team Building
	Week 2	Day 1	Understanding Consumer Behavior
		Day 2	Analyzing the Marketplace
		Day 3	Defining Strategic Approaches
		Day 4	Developing the Creative Brief & Mid-term Exam Release
	Week 3	Day 1	Mid-term Exam Submission & Team Assignment Release
		Day 2	Telling Stories
		Day 3	Print Ads
		Day 4	How to Write a Headline & Team Assignment Submission
	Week 4	Day 1	Television and Video/ Radio
		Day 2	Interactive Advertising and Social Media
		Day 3	Work in class
		Day 4	Presentation & Final Proposal Submission