



HANYANG UNIVERSITY

Hanyang International Summer School

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| Faculty Information | Name | Seul Lee | | | | |
| | E-mail | seullee@hanyang.ac.kr | | | | |
| | Home University | Hanyang University ERICA | | | | |
| | Department | Advertisement and Public Relations | | | | |
| | Homepage | https://adpr.hanyang.ac.kr/e_main.php | | | | |
| Course Information | Class No. | TBA | 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 | | | | |



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|---------------------------|----------------------------|------------------------|---|--------------|
| | Materials/Textbooks | | | |
| Evaluation | Attendance | 10 % | Quiz % | |
| | Assignment | 20 % | Mid-term Exam 20 % | |
| | Presentation | 10 % | Final Exam % | |
| | Group Project | 30 % | Participation 10 % | |
| | Etc. | Evaluation Item | | Ratio |
| | | | | % |
| | | % | | |
| 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 | |