



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Seul Lee				
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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.	18068	Course Code	BUS3049	Credits	3
	Course Name	Advertising & Promotion				
	Lecture Schedule	Mon-Thu / 9:00~12:00 AM				
	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 10 %
	Presentation	10 %	Final Exam %
	Group Project	40 %	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 Researching Your
		Day 4	Client's Product_Primary Research
	Week 2	Day 1	Understanding Consumer Behavior
		Day 2	Analyzing the Marketplace
		Day 3	Defining Strategic Approaches
		Day 4	Developing the Creative Brief
	Week 3	Day 1	Exam, Personal Assignment Evaluation
		Day 2	Telling Stories
		Day 3	Thinking in Words and Pictures
		Day 4	How to Write a Headline
	Week 4	Day 1	Television and Video/ Radio
		Day 2	Interactive Advertising and Social Media
		Day 3	Work in class
		Day 4	Presentation