



HANYANG UNIVERSITY

Hanyang International Summer School

International Advertising and Communication

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Home Univ.: University of Georgia
Dept.: Advertising & Public Relations

Description: This course focuses on advertising and communication in different cultural conditions.

Objective: By the end of this course, 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 needed? NO] [Pre-knowledge needed? NO] [Materials needed? NO]

Credits	3	Contact Hours	3
Week 1	Day 1	Introduction to advertising and global competition	
	Day 2	Terms & Trends in International Marketing	
	Day 3	Environmental Factors for International Advertising	
	Day 4	Market Entry Strategies	
Week 2	Day 1	The Paradoxes in Global Marketing Communications	
	Day 2	The Global-Local Paradox	
	Day 3	Values and Culture in our society	
	Day 4	Values and Culture in advertising	
Week 3	Day 1	Dimensions of Culture	

	Day 2	Values and Marketing Strategy
	Day 3	Culture and Consumer Behavior
	Day 4	Advertising and Media
Week 4	Day 1	Value Paradoxes in Advertising Appeals
	Day 2	Executorial Style and Culture
	Day 3	International Advertising Group Project
	Day 4	International Advertising Group Project

Evaluation(%)	Midterm	Final	Attendance	Assignments	Participation	Etc.
	20	n/a	20	40	20	0