



# HANYANG UNIVERSITY

## INTERNATIONAL SUMMER SCHOOL

\* Please fill out the form completely in English in detail.

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<b>Home University</b>	University of Georgia
<b>Department</b>	Advertising and Public Relations

<b>Course Title</b>	Introduction to Advertising
<b>Field of Study</b>	Media & Journalism
<b>Credits</b>	3
<b>Contact Hours</b>	45
<b>Course Code/Number</b>	JOU2001
<b>Course Description</b>	This course covers essential topics related to advertising as business tool and social phenomenon.
<b>Course Objective</b>	Students will learn the principles of advertising, including its planning and management, which include: (1) analyzing companies and markets, (2) studying consumers' attitude and behavior, (3) selecting the market to serve, (4) branding a product or service, and (5) communicating the positioning message to consumers.
<b>Preparations (Pre-Knowledge)</b>	No pre-knowledge is needed.
<b>Materials (Textbook/Websites link)</b>	All texts and class materials will be provided via online sources.



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Lesson Plan: Fill out the topic for each class in detail		
Week 1	1 <sup>st</sup> Day	Orientation & Opening Ceremony
	Class 1	Introduction to the world of advertising
	Class 2	Advertising: Definition and Roles
	Class 3	Brand Communication: Principles
Week 2	Class 4	How Brand Communication Works
	Class 5	Segmenting and Targeting the Audience
	Class 6	Strategic Research
	Class 7	Strategic Planning
Week 3	Class 8	Midterm Exam
	Class 9	Creative Thinking and Storytelling Ideas
	Class 10	The Creative Side of Advertising
	Class 11	Media Basics
Week 4	Class 12	The Principles and Practice of IMC
	Class 13	Evaluating IMC Effectiveness
	Class 14	Current Advertising Trends
	Class 15	Final Exam

Evaluation (%)								
* Total sum of percentages should be 100%								
* Only below options are available, please do not change the form (fill out the given form)								
Assignments	Attendance	Final	Group Project	Mid-term	Participation	Presentation	Quiz	Total
10	20	25	-	25	20	-	-	100 %