

Syllabus

 

IEE3349-01 ( 1ST SEMESTER, 2019 )



Created Date	2019-01-26 11:22:27	Last-Modified	2019-01-26 23:47:02
Course Title	ADVERTISING	Credit	3
Location	DWHMB106	Time	Mon3,4,Wed4

Instructor	LEE SEON MIN	Department	국제처
Office		Telephone	
e-mail & Office Hour			

Core Competencies	
Target Students	International Students
Course Description & Goals	This course introduces students various concepts, theories, and tools related to the integrated marketing communication process designed to build a strong value for brand. Students will be encouraged to apply them to various marketing communication problems through discussion, cases, and projects. Major issues covered on this class include strategic marketing process (segmentation-targeting-positioning), integrated marketing communications program, and use of various communication tools. We combine lectures, readings, class discussions, and projects to provide a rich understanding of the marketing communication challenges facing modern business and the methods with which to meet those challenges.
Prerequisite	Any Introductory Marketing courses (Principles of Marketing or Marketing Management)
Course Requirements	Lecture & Discussion Students` Presentations
Grading Policy(Absolute)	Individual Works (70%) Class Attendance/ In-class activities participation 10% + α Midterm exam 30% Final exam 30% Group Work (30%) Case presentation 15% Final Project presentation 10% Final Project reports 5%
Texts & References	Advertising & IMC principles & practice/Moriarty, Sandra E (Sandra Ernst)/Pearson/2015 / 10th ed., global ed
Instructor's Profile	Lecturer
TA's Name & Contact Information	N/A
Syllabus in English	Available

Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2019-03-04 2019-03-10	Course Overview		(3.4.) Spring semester classes begin (3.7. - 3.11.) Course add and drop period
2	2019-03-11 2019-03-17	Introduction to Integrated Marketing Communication		(3.7. - 3.11.) Course add and drop period
3	2019-03-18 2019-03-24	IMC Planning Process Overview		
4	2019-03-25 2019-03-31	Marcom Mix Advertising Strategy: 6M Model		
5	2019-04-01 2019-04-07	Market: Selecting the Target Audience		(4.3. - 4.5.) Course withdrawal period
6	2019-04-08 2019-04-14	Market: Selecting the Target Audience		(4.9.) First third of the semester ends
7	2019-04-15 2019-04-21	Mission: Setting Communication Objective		
8	2019-04-22 2019-04-28	MIDTERM EXAM		(4.22. - 4.26.) Midterm Examinations
9	2019-04-29 2019-05-05	Mission: Setting Communication Objective		
10	2019-05-06 2019-05-12	Message: Setting Creative Strategy		(5.6.) Substitute holiday
11	2019-05-13 2019-05-19	Message: Setting Creative Strategy		(5.17.) Second third of the semester ends
12	2019-05-20 2019-05-26	Media: Selecting Media Mix		
13	2019-05-27 2019-06-02	Money & Measurement: Advertising Budgets and Effects		
14	2019-06-03 2019-06-09	Final Project Oral Presentation		(6.6.) Memorial Day
15	2019-06-10 2019-06-16	FINAL EXAM		(6.10. - 6.21.) Self-study and Final Examinations
16	2019-06-17 2019-06-21			(6.10. - 6.21.) Self-study and Final Examinations

\* Changes in Management of Academic Semester

During the midterm examinations (2021.10.18. - 10.22.) and final examinations (2021.12.13. - 12.17.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

\* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from the course professor or from the Center for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams:

(However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

