

2024Year 1st Semester Syllabus

Created Date	2023-12-22 20:02:20		Last-Modified	2024-01-01 11:57:11
Course Title	UNDERSTANDING OF ADVERTISING		Course Code-Section	COM2105-01
Credit/Time/ Experiment, Lab, Practical Technique Time	3/Tue2,3,Thu1		Department	Mass Communication
Time	Tue2,3,Thu1		Location	YHH308
Exam Date & Time	Midterm exam		Final exam	
Class Language	English		Evaluation Type	Absolute evaluation

Instructor's Profile	Name	Sung Yoon Hi	Contact Information	Telephone	
	Department	DEPARTMENT OF COMMUNICATION		Mail	YHSUNG@YONSEI.AC.KR
	Office			Interview information	

TA's Name & Contact Information	Name		Contact Information	Telephone	
---------------------------------	------	--	---------------------	-----------	--

Course Description Brief Introduction of the Course	<p>본 수업의 가장 주된 목적은 (1)광고를 포함한 통합적 마케팅 커뮤니케이션(IMC)이 수립되는 배경에 대한 지식과 (2)IMC 전략수립 실무과정에 필요한 전반적인 지식을 습득하는 것이다. 추가적인 목적으로는 IMC를 포함한 모든 콘텐츠 기획을 위한 창의력 배양을 위한 기초적인 연습도 시행해보고자 한다.</p> <p>This course is designed to provide students with fundamental principles and professional experience as a practitioner in an advertising agency. Students will learn how to apply various elements they have learned to create their own advertising campaign. The elements include different functions and types of advertising/marketing communication, the process of advertising development, different consumer segments and targeting strategies, creative strategies, media channels and characteristics, and so on.</p>			
Course Goals	1.	Korean	광고의 매체적, 경제적, 문화적, 사회적 기능 및 영향력에 대해 이해할 수 있다	10%
		English	Students can understand the role of advertising and promotion, and their relationship to our media, economy, culture and marketing system.	
	2.	Korean	광고 캠페인의 전반적인 기획 및 제작 과정에 대해 이해할 수 있다.	20%
		English	Students can thoroughly understand how the advertising campaign process goes.	
	3.	Korean	광고 소비자 조사 및 마케팅 환경 분석을 통해 과학적 광고 조사 방법을 이해할 수 있다.	25%
		English	Students can conduct consumer research and analyze market environments to obtain ad campaign insights.	
	4.	Korean	광고 캠페인 크리에이티브 및 미디어 전략을 도출할 수 있다.	25%
		English	Students can develop creative/media strategies in the context of IMC communication.	
	5.	Korean	광고 캠페인 기획서 작성 및 관련 프레젠테이션을 수행할 수 있다.	20%
		English	Students can write a comprehensive campaign proposal and make a professional presentation about a campaign proposal.	

Core Competencies	The total measurable competencies must be 100%. Each course objective should set the competency as 25%. The core and major competencies should equal at least 50%.						
	협업 및커뮤니케이션능력	50%	문제해결능력	30%	창의적사고능력	20%	
Sub-Competencies/Learning Unit1							
Sub-Competencies/Learning Unit2							
Sub-Competencies/Learning Unit3							
Core Competencies(Liberal Arts)/Major competency(Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).						
	It should be noted that advertising is a product of collaboration among team members. Regardless of your personal preference toward certain team members, you need to work with the entire team and secure the best results possible. Social interaction is a key skill that you need to develop as a practitioner in the advertising field.						
Sustainable Development Goals							
Average Recommended Amount of Learning per	Average Reading Volume		Average amount of writing(Based on A4)				
Course Methods (%) Total Amount 100	Lecture	Practice Training	Presentation	Dabate	Team Project		
	40%	0%	20%	10%	30%		
Course Methods 2 Select Relevant Items	PBL Subject	Capstone Design	CBL, Social Innovation Course	Flipped Classroom	Work Experience, Internsh		
	N		Y	N			
Grading Policy(%) Total Amount 100 Free Input for Other Information	Midterm exam	Final exam	Quiz	Individual Assignment	Team Assignment	Attendance	Others
	20%	20%	0%	0%	50%	10%	0%
Assignment/ Report, Project Guide	Title of Assignment/Project Name, and Method of Filling Out		Submission Deadline	Type of Submission and Method			
Prerequisite			Online Course Address				
Course Material	Course Material Name	Author	Publisher	Publish Year	ISBN		
주교재	Belch, G.E. & Belch, M.A. (2018), Advertising & Promotion: An Integrated Marketing Communications Perspective (12th edition)	G. Belch and M. Belch	McGraw-Hill Interamericana de Españ a S.L.	2021	9781260570991		
Main Learner Precautions							
Attachment							

Weekly Plan

week	Period	Weekly Topic & Contents	Remarks
1	2024-03-02 2024-03-08	Course Introduction Principles of Advertising	(3.2.) Spring semester classes begin (3.6. - 3.8.) Course add and drop period
2	2024-03-09 2024-03-15	Integrated Marketing Communications	
3	2024-03-16 2024-03-22	Advertising Industry and Structure	
4	2024-03-23 2024-03-29	Overall Advertising Campaign Process	
5	2024-03-30 2024-04-05	Situation Analysis - Company/Market/Consumer Research	
6	2024-04-06 2024-04-12	Understanding Consumer Behavior	(4.8.) First third of the semester ends 04.10 국회의원선거
7	2024-04-13 2024-04-19	Advertising Objectives and Budgeting	
8	2024-04-20 2024-04-26	Mid-term Exam	(4.20. - 4.26.) Midterm Examinations
9	2024-04-27 2024-05-03	Advertising Creative	(4.29. - 5.1.) Course withdrawal period (5.2. - 5.3.) Application period for S/U evaluation
10	2024-05-04 2024-05-10	Media Planning I	(5.2. - 5.4.) Application period for S/U evaluation (5.5.) Children's day (5.6.) Alternative holiday for Children's Day 05.05 어린이날, 05.06 대체공휴일(어린이날)
11	2024-05-11 2024-05-17	Media Planning II	(5.15.) The day of Buddha's coming, Second third of the semester ends 05.15 부처님오신날
12	2024-05-18 2024-05-24	International Advertising	
13	2024-05-25 2024-05-31	Advertising, Regulation, and Consumer Privacy	
14	2024-06-01 2024-06-07	Campaign Presentations I	(6.6.) Memorial day 06.06 현충일
15	2024-06-08 2024-06-14	Campaign Presentations II	(6.8. - 6.14.) Self-study
16	2024-06-15 2024-06-21	Final Exam	(6.15. - 6.21.) Final Examinations

- Students with disabilities(SWDs) can request accommodations related to lectures, assignments, or tests by contacting t

he course professor at the beginning of semester.

(However, accommodations may vary depending on the essentiality of lecture and discretion of professors.)

[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

[Assignments and Test]

- Visual/Physical/Hearing Impairment: (reasonable) extra days for submission, alternative type of assignment, extended test time, alternative type of test, arranging separate test room, and proctors, test ghostwriter
- Intellectual Disability/Autism: (reasonable) extra days for submission, alternative type of assignment