

IEE2094-01 K-WAVE IN INTERNATIONAL CONSUMER INSIGHT

COURSE TITLE	K-WAVE IN INTERNATIONAL CONSUMER INSIGHT	COURSE CODE-SECTION	IEE2094-01
CREDIT	3	CLASS PERIOD	P1(09:00~10:40)
OFFICE		OFFICE HOURS	
INSTRUCTOR	Chang Dae Ham	EMAIL	cdham317joe@yonsei.ac.kr; cdham317joe@gmail.com

[COURSE INFORMATION]

COURSE DESCRIPTION & BRIEF INTRODUCTION OF THE COURSE	<p>This course is designed to explore the development and proliferation of the K-Wave and its impact on other cultures, countries, and businesses through the lens of international consumer insight.</p> <p>The K-Wave, also known as the Korean Wave or Hallyu, denotes the worldwide popularity of South Korean culture, encompassing music, dramas, movies, fashion, and beauty products. Over recent years, the K-Wave has rapidly spread globally, particularly in Asia and the United States. This course will delve into the phenomenon of the K-Wave and its influence on international consumer insight.</p> <p>Throughout the course, students will learn how the K-Wave originated, evolved, and expanded, gaining significant business and marketing influence in various industries, cultures, and countries. Students will study diverse cultural, psychological, and consumer behavioral theories and skill sets relevant to the K-Wave. They'll practice applying these theories and skills to analyze diverse K-Wave cases as social, cultural, and marketing phenomena. The course will utilize lectures, case studies, and group discussions to impart both fundamental and cutting-edge consumer insight theories, frameworks, and skill sets. Students will apply these tools to comprehend various K-Wave instances, exploring how K-Wave products and services are marketed and consumed across different countries, regions, and cultures.</p>						
	COURSE GOALS						
1. To learn various phenomena in K-Wave from the perspective of international consumers.							
2. To understand in-depth consumer insights in K-Pop, K-movies And dramas, K-cosmetics and beauty, K-food, and K-media							
3. To acquire practical knowledge and skills necessary for marketing K-Wave to global consumers							
4.							
COURSE METHODS (100% TOTAL)	LECTURE	PRACTICE TRAINING	PRESENTATION	DEBATE	TEAM PROJECT		
	40%	15%	15%	15%	15%		
GRADING POLICY (100% TOTAL)	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT	TEAM ASSIGNMENT	ATTENDANCE	OTHERS
	15%	15%		30%	30%	10%	
PREREQUISITE	There is no formal prerequisite for this course.						

COURSE REQUIREMENTS

Course Requirements & Evaluation (total 100 points)

1. Attendance (10 points)

Attendance is important and required at all the sessions. Your attendance will be checked in each class. YISS applies a strict attendance policy that absences over 1/3 of means F grade. No exceptions. Students are required to have at least 31 class hours to avoid getting an "F" regardless of their achievement in the course.

Absences will be excused in specific situations (e.g., serious sickness) with the instructor's approval beforehand, at least one day (24 hours) before the class. Excused absences should be communicated to the instructor in writing (email is required to each section instructor), and proper documentation (e.g., doctor's note) should also be submitted. Without proper document submission, absences won't be excused. No verbal or written communication other than email will be accepted.

When a student gets infected COVID-19, upon submission of **확진증명서** (COVID19 Positive Certificate) on LearnUs, absences for 5 days (quarantine) shall be excused (Self-test kits photo is not accepted). If that is the case, contact the course instructor and discuss how to catch up on the classes missed.

2. Critical Thinking Exercises (5 times x 6 points = 30 points): individual/group works

Each weekly class consists of lectures and in-class exercises, called Critical Thinking Exercise or CTE. Students will learn basic knowledge and skillsets from the lectures and attempt to apply them to investigate, interpret, and analyze specific K-Wave cases in the CTE. CTE will be either individual or teamwork, depending on the weekly topics. It is not a typical type of exam but a practice that aims to increase students' ability to apply the knowledge and skills to solve a certain marketing and advertising problem. Based on the knowledge from the given week's readings and lectures, students are required to propose an appropriate solution/answer (forms will be given in the classroom) to the given marketing situation.

Each CTE needs to be submitted to the instructor. Scores will vary by the quality of each individual answer. It will be best to complete and submit CTE answers within each discussion section, but the answers due will be announced in each class. Late submission can be allowed only upon the instructor's permission, but within a limited due time. Late submission will cause discount in credits (e.g., 1/2 credits).

3. Exams (15 points X 2 times = 30 points): individual exam

Students will take two exams. The exams will cover the all the topics, issues, and terms discussed during the class. The exams will include multiple choice, true and false, and short and long answer type questions. Students must work independently.

Make-up exams will be allowed only in cases of a proven medical emergency or other circumstances, and only with the instructor's prior consent. Absence and following make-up exam should be informed and scheduled at least a week in advance (except medical emergencies). Failure to notify the instructor in advance will nullify make-up exams.

4. Final project report (30 points): individual/group work

Students will work in a team/individual on the final project, which includes the final presentation(s) and the final report(s). More details, instructions, and evaluation criteria will be provided in the classroom during the semester.

5. Extra Credits (not to exceed 5 points): optional

Course Syllabus
2025 YONSEI INTERNATIONAL SUMMER SCHOOL
6-WEEK PROGRAM



	During the semester students may have multiple opportunities to earn extra credit points by participating in some in-class activities. It is optional. Your grade will not be affected in any way if you choose not to participate.
TEXTS & REFERENCES	<p>Readings: Textbook (recommended but not required) Global Marketing & Advertising: Understanding Cultural Paradoxes, 5th /6th edition, (author: Marieke K. de Mooij) eBook is available at: https://books.google.co.kr/books?id=ACxUDwAAQBAJ (Google) https://www.amazon.com/Global-Marketing-Advertising-Understanding-Paradoxes/dp/1544318146 (Amazon Kindle)</p> <p>Most readings will be posted on “LearnUs” on a weekly basis.</p> <p>Announcement: all the important announcements and assignments due will be posted on “Announcements” section of the course LearnUs. Frequently check it.</p> <p>Weekly and Daily schedule: class schedule is posted and will be updated on LearnUs.</p>

[WEEKLY SCHEDULE]

WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFEREN CE
WEEK1 (June 30 to July 3, 2025)	Course introduction Weekly topic: K-Pop	Textbook: Ch.2 Global Branding; Ch.3 Values and Culture Additional readings on LearnUs	CTE 1
WEEK 2 (July 7 to July 10, 2025)	Weekly topic: K-Movie and Drama	Textbook: Ch. 1 The Paradoxes in Global Marketing Communication; Ch.4 Dimensions of Culture Additional readings on LearnUs	CTE 2
WEEK3 (July 14 to July 17, 2025)	Weekly topic: K-Cosmetic and Beauty	Textbook: Ch.5 Culture and Consumer Behavior Additional readings on LearnUs	CTE 3 Midterm
WEEK4 (July 21 to July 23, 2025)	Weekly topic: K-Food	Textbook: Ch.6 Researching and applying Cultural Value Additional readings on LearnUs	CTE 4
WEEK5 (July 28 to July 31, 2025)	Weekly topic: K-Branding and Media Strategy	Textbook: Ch.7 Culture and Communication; Ch.11. From Value Paradox to Strategy Additional readings on LearnUs	CTE 5
WEEK6 (August 4 to August 6, 2025)	Final Research Project	Final Research Presentation	Final exam

*CTE: Critical Thinking Exercise (in-class group activities)