



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Seul Lee				
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	Home University	Hanyang University ERICA				
	Department	Advertisement and Public Relations				
	Homepage	https://adpr.hanyang.ac.kr/e_main.php				
Course Information	Class No.	18073	Course Code	ISS1191	Credits	3
	Course Name	Advertising & Promotion				
	Lecture Schedule	Tue-Fri / 1:00 PM - 4:00 PM				
	Course Description	<p>In this course, you will master the elements of an advertising campaign from the perspective of a practitioner and produce an integrated marketing communication campaign plan for the clients.</p> <p>This course is designed to facilitate an understanding of the strategic management of an advertising campaign according to each step of the strategic planning – analyzing target audience/situation, setting the objective, planning the programs, and evaluating the results. Specifically, this course reviews the whole process to analyze the environment of the client, to develop informed objectives and strategies, to select proper strategy and tactics to implement campaigns, and to evaluate overall campaign effectiveness. Both primary and secondary research are required for developing the campaign plan followed by objectives, programming, evaluation, and stewardship.</p> <p>This course marks your transition from student to professional. This course represents an opportunity to bring together everything you've learned, including research methods, writing, strategy, and visual communications. You will work with a team on behalf of a client to develop a robust, strategic, measurable, and actionable strategic communications plan. You will be assessed based on the quality, creativity and professionalism of your work product.</p>				
	Course Objective	<ul style="list-style-type: none"> To provide students an experience in workplace teamwork, through communicating openly and diplomatically, demonstrating accountability, balancing leadership with cooperative behaviors, and practicing consensus-building skills for the good of the campaign project To provide you with an experience in workplace competition, offering a “real working world” lesson in pitching clients and afterwards, learning from comparing campaigns To enhance students’ portfolios by developing and producing communication tactics to support their campaign <p>To foster students’ understanding of professional standards, ethics, and values in advertising area</p>				
	Prerequisite	None				
	Materials/Textbooks	Course Slides				



Evaluation	Attendance		10 %	Quiz	%
	Assignment		%	Mid-term Exam	30 %
	Presentation		10 %	Final Exam	%
	Group Project		30 %	Participation	%
	Etc.		Evaluation Item		Ratio
			Discussion		20 %
					%
Daily Lecture Plan	Week 1	Day 1	Course Introduction		
		Day 2	Researching Your Client's Product_Secondary Research & Team Building		
		Day 3	Researching Your Client's Product_Primary Research		
		Day 4	Understanding Consumer Behavior		
	Week 2	Day 1	Analyzing the Marketplace		
		Day 2	Defining Strategic Approaches [Group-talk 1]		
		Day 3	Developing the Creative Brief [Group-talk 2]		
		Day 4	Mid-term Exam		
	Week 3	Day 1	Telling Stories [Group-talk 3]		
		Day 2	Print Ads [Group-talk 4]		
		Day 3	How to Write a Headline [Group-talk 5]		
		Day 4	Television and Video/ Radio [Group-talk 6]		
	Week 4	Day 1	Interactive Advertising and Social Media		
		Day 2	Work in class		
		Day 3	Presentation & Final Submission		
		Day 4	Graduation (NO class)		