



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Seul Lee				
	E-mail	seullee@hanyang.ac.kr				
	Home University	Hanyang University ERICA				
	Department	Advertising and Public Relations				
	Homepage	https://adpr.hanyang.ac.kr/e_main.php				
Course Information	Class No.	18025	Course Code	ISS1191	Credits	3
	Course Name	Advertising & Promotion				
	Lecture Schedule	Monday-Saturday / 13:00~16:00				
	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 strategies 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	<ol style="list-style-type: none"> 1. 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 2. To provide you with an experience in workplace competition, offering a "real working world" lesson in pitching clients and afterwards, learning from comparing campaigns 3. To enhance students' portfolios by developing and producing communication tactics to support their campaign 				



	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	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			
	Day 5	Analyzing the Marketplace			
	Day 6	Defining Strategic Approaches [Group-talk 1]			
	Day 7	Developing the Creative Brief [Group-talk 2]			
	Day 8	Mid-term Exam			
	Day 9	Telling Stories [Group-talk 3]			
	Day 10	Print Ads [Group-talk 4]			
	Day 11	How to Write a Headline [Group-talk 5]			
	Day 12	Television and Video/ Radio [Group-talk 6]			
	Day 13	Interactive Advertising and Social Media			
	Day 14	Work in class			
	Day 15	Presentation & Final Submission			