

# Multimedia Marketing and Content Design

**This course trains students to think like strategists, communicate like professionals, and design content with purpose.**

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**Office:** 202 HIT Building

**Credits:** 3

**Course Code:** ISS1195

**Schedule:** 1pm - 4pm (3 hours Daily)

**Textbook:** All materials compiled and provided by the instructor

**More details can be found at:** <https://careercomms.com/international-courses/>

## Course Description

**Multimedia Marketing and Content Design** focuses on how strategy, persuasion, and communication work together to shape effective digital marketing campaigns. Rather than treating content and platforms as isolated tools, the course emphasizes **strategic thinking, audience understanding, and message design** as the foundation of professional marketing communication.

Students learn how to research audiences, define clear strategic objectives, and design persuasive multimedia content that aligns with brand goals and customer journeys. Through case analysis, workshops, and collaborative projects, students develop the ability to **justify decisions, communicate ideas clearly, and present integrated campaigns with confidence and credibility.**

By the end of the course, students will produce a professional campaign portfolio that demonstrates strategic judgment, persuasive storytelling, and practical communication skills relevant to careers in marketing, branding, and digital media

## Why This Course Matters

Today's marketers are not just content creators. They are **strategic communicators and problem-solvers.**

This course helps students develop the ability to:

- Think strategically before creating content
- Understand how persuasion, messaging, and audience psychology influence outcomes

- Translate research and insight into clear, compelling communication
- Align strategy, creative execution, and performance measurement
- Present ideas persuasively to clients, managers, and stakeholders
- Build a portfolio that reflects professional judgment, not just technical skill

The course prepares students to move beyond posting and designing, toward **planning, reasoning, and communicating like professionals.**

## Course Objectives

By the end of the course, students will be able to:

1. **Develop strategic marketing communication plans** that align business goals, audience insight, and creative execution
2. Apply principles of persuasion and integrated marketing communication across multimedia channels
3. Conduct and interpret market, audience, and competitor research to inform decision-making
4. Design persuasive multimedia content that supports clear strategic objectives
5. Communicate campaign ideas clearly and convincingly through written proposals and presentations
6. Evaluate campaign effectiveness using appropriate metrics and performance indicators
7. Collaborate professionally in teams, balancing strategic thinking, creative development, and communication responsibilities

These objectives emphasize judgment, clarity, and persuasion, not just production.

## Evaluation Breakdown

Component	Weight	Description
<b>Group Assignments</b>	25%	Market research, persona development, brand strategy, and creative briefs
<b>Campaign Proposal</b>	25%	Comprehensive written report and creative plan
<b>Final Pitch Presentation</b>	25%	Multimedia presentation of the group's integrated campaign
<b>Attendance</b>	10%	Regular attendance and punctuality
<b>Participation</b>	10%	Active contribution during class, workshops, and peer feedback

# Major Assignments

## 1. Group Assignments (25%)

Students will work in teams to research, plan, and develop campaign materials for a real client or business. These projects bridge **theory and practice**, allowing students to apply analytical insight and creative thinking in real-world contexts.

### Key Deliverables:

- Market Research and SWOT Analysis
- Competitor Benchmarking
- Persona and Customer Journey Design
- Social Media and SEO Strategy
- Content and Brand Strategy Brief

## 2. Campaign Proposal (25%)

Each group will prepare a professional written proposal outlining their complete **Digital Marketing Campaign**. The report must demonstrate creativity, analytical reasoning, and strategic clarity.

### Includes:

- Brand Overview and Audience Analysis
- Campaign Objectives and Measurable Goals
- Media Channels and Key Tactics
- Budget, Timeline, and Metrics for Success
- Creative Samples and Visual Concepts

## 3. Final Pitch Presentation (25%)

Each group will deliver a **15-minute professional presentation** showcasing their final campaign. Presentations must include a clear strategic narrative, creative visuals, and audience engagement elements.

### Deliverables:

- **Strategic Overview**
- **Creative Assets** (visuals, videos, social posts, etc.)
- **Mock Website or Microsite Preview**
- **Q and A Session** following the presentation

## 4. Attendance and Lateness Policy (15%)

Students must attend at least 2/3 (two thirds of the total number of class days) of the class to pass the course.

Attendance points will not be deducted for excused absence accepted by **Hanyang University Attendance Regulations Article 35(3)** and **Article 23(3)** (e.g., military obligation, family death, female menstruation, teaching practicum, participation in sports tournaments for student athletes, early employment, other unavoidable circumstances approved by the student's College Dean).

Excused absence will be accepted **ONLY** when students submit the '**Confirmation of Absence** (공결확인서)' form and related documents. The form is issued by the student's department, and approval is determined by the department, **not by the CEEC professor**.

Please submit it **signed and stamped before the next class**. It will not be accepted after one week. Do not email it to the professor. Share it after class.

**Unexcused absence** will lose **2 points** from attendance and **1 point** from participation.

**Excused absence** will lose **1 point** from participation.

### **Lateness:**

Up to 5 minutes late will lose **0.5 point** from attendance. After 20 minutes, you will be considered absent and lose the full 2 points. If you are late, it is your responsibility to inform the professor at the end of class. Failure to do so will result in an absence (0) for that day.

Menstruation excuses are not applicable on **exam or presentation days**. They will not be accepted during the first week, midterms, the last week, or any university festivals due to past misuse. You must present the documentation in the next class, signed and stamped, and **not by email**.

## 5. Participation (10%)

Active and consistent participation is essential in this course, especially during **team projects and workshops**. Students are expected to contribute ideas, share feedback, and take an active role in all group discussions and collaborative tasks.

Participation will be assessed based on your engagement in class activities, your contribution to your team's project, and your professionalism during sessions. Lack of participation, limited effort in teamwork, or failure to bring required materials will affect your grade.

Not participating or speaking, speaking anything other than English, missing materials such as your book, laptop, tablet, or pen, using your phone during class, or sleeping will each result in a **deduction of 1 point per issue**.

Students who consistently fail to contribute to their team or neglect assigned responsibilities may lose additional points. At the end of the course, a **peer evaluation** will be conducted to ensure that grades reflect individual contribution. Students who do not participate meaningfully in their team's work or fail to support their group's progress will **not receive full credit** for the group assignments or participation score.

# 15-Day Intensive Course Schedule

Day	Topic	Objectives	Key Deliverables
1	<b>Orientation and Course Overview</b>	Understand course structure, expectations, and outcomes	Choose client or company for project
2	<b>Introduction to IMC</b>	Explore core principles of IMC and how brands build digital ecosystems	Client rationale and team plan
3	<b>Market Research and Strategy</b>	Conduct audience and competitor research to inform campaign direction	Two-page market research report
4	<b>Consumer Behavior and Audience Insights</b>	Study customer journeys, motivations, and content triggers	Persona and content brief
5	<b>Brand Identity and Storytelling</b>	Develop tone, visuals, and emotional brand connection	Mini brand guide or rebranding activity
<b>Day Off</b>			
6	<b>Social Media Strategy</b>	Learn platform dynamics and post design for engagement	Social media calendar and sample content
7	<b>Campaign Framework and Strategy</b>	Develop campaign structure, strategic narrative, and timeline	Campaign outline and strategic brief
8	<b>Creative Production</b>	Produce visuals, videos, and written content aligned with strategy	Draft creative assets
9	<b>Digital Presence and Platform Strategy</b>	Explore web storytelling, UX thinking, and landing page design principles	Landing page or microsite mockup
10	<b>Digital Tools and Analytics</b>	Use SEO, automation, and performance tracking to support campaign goals	Analytics and KPI proposal
11	<b>Campaign Structure and Integration</b>	Consolidate strategy, creative, and measurement into a unified direction	Integrated campaign draft
<b>Day Off</b>			
12	<b>Campaign Work Session</b>	Structured production day with instructor check-ins; refine and finalize all campaign elements	Revised and polished campaign materials
13	<b>Campaign Integration and Final Prep</b>	Merge all strategy and creative elements; finalize presentation narrative	Final campaign brief
14	<b>Final Presentations Part 1</b>	Present team campaigns	Presentation and portfolio submission
15	<b>Final Presentations Part 2</b>	Complete remaining presentations and course reflection	Reflection paper

**Note:** This schedule is subject to change based on holidays, class progress and needs. Any modifications will be communicated in advance.

## **Class Policies**

### **A Note on Summer Intensives and Absences**

This is a **summer intensive** course. If you have **travel plans**, personal commitments, or any scheduling conflicts, please **communicate with your team and the instructor** before the course begins or as early as possible. Do not wait until you have already missed class.

Because this course runs on a **compressed schedule**, a single absence has a much greater impact than it would in a regular semester. Your team depends on your **presence, input, and follow-through** every day. If your absences or lack of engagement become a problem for your group, you will be **removed from your team** and will be responsible for completing all remaining course materials **independently**. This includes the campaign proposal and final presentation, which you will **complete and submit alone**.

**Missing class because of travel is not an excused absence. Plan accordingly.**

### **Grade Appeals**

Stay organized and keep track of your grades and assignments throughout the semester. Review all **grading rubrics** provided for each task.

You may appeal an assignment grade **within one week** of receiving your evaluation during office hours. After this period, the grade is considered **final**.

Final grades are binding. It is the **student's responsibility** to maintain scholarships and meet academic obligations. Please do not request reconsideration of grades at the end of the semester.

Your **scholarships and employment** are your responsibilities. Learn how to balance them professionally.

# AI Policy

This course uses the **AI Assessment Scale (AIAS)** to define how and when artificial intelligence tools may be used across different assignments. Each level represents a different degree of permitted AI involvement. Read the levels carefully and follow the one assigned to each task.

Level	Name	What It Means
1	No AI	AI is not permitted at any stage. You must demonstrate knowledge and skills entirely on your own.
2	AI Planning	AI may be used for brainstorming, outlining, and initial research only. Your final submission must reflect your own thinking and development.
3	AI Collaboration	AI may assist with drafting, feedback, and refinement. You must critically evaluate and meaningfully modify any AI-generated content.
4	Full AI	AI may be used throughout the task. Focus is on how effectively you direct AI to achieve your goals and demonstrate strategic thinking.
5	AI Exploration	AI is used creatively and experimentally. You may co-design your approach with the instructor.

Each assignment in this course will be assigned a level. That level will be stated clearly in the brief. When in doubt, ask before submitting.

**Disclosure is required at every level above 1.** If you use AI tools, you must document how, where, and why. Undisclosed AI use will result in a rewrite opportunity within 2 days at a 20% penalty, or a zero for a second offense.

## Final Note

**Multimedia Marketing and Content Design** is a **career preparation course** that combines creativity with strategic communication. You will learn to think like a **storyteller**, act like a **strategist**, and present like a **professional**. Treat this course as you would your job – with commitment, curiosity, and responsibility. By the end of the semester, your **portfolio and campaign project** will showcase the full range of skills that define an **innovative and career-ready marketer**.