



# HANYANG UNIVERSITY

## Hanyang International Summer School

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Course Information	Class No.	18065	Course Code	ISS1195	Credits	3
	Course Name	Multimedia Marketing and Content Design				
	Lecture Schedule	Tues-Fri/ 1:00 PM - 4:00 PM				
	Course Description	<p>In today's world, creative content inundates our daily lives, whether through newspapers, social media, or mobile devices. It's evident that the ability to market effectively to this audience is as vital as literacy itself. This course is designed to equip you with the skills to craft compelling narratives through digital channels, analyze the structure and content of successful social media posts, and, most importantly, harness these channels to share your story, promote your product, and execute integrated communications campaigns.</p> <p>Throughout this course, students will delve into the realm of integrated marketing communications, exploring digital media channels and strategies for leveraging them to maximum effect. As a culmination of their learning journey, students will collaborate in groups to develop comprehensive integrated communications plans for real-world clients. Key course topics encompass market research, understanding consumer behaviors, harnessing the power of social media, mastering video marketing, building brand identities, strategic planning, and optimizing email marketing.</p>				
	Course Objective	<ul style="list-style-type: none"> <li>• Explore the various channels available to communication professionals.</li> <li>• Learn how to utilize those channels for maximum integrated communication approaches.</li> <li>• Learn how to create customer profiles, draft a positioning statement, and other digital marketing materials (email, video, social media, etc.)</li> <li>• Study brand management and awareness on digital media channels.</li> <li>• Demonstrate the importance of maintaining marketing channels (i.e., blog, social media) with effective creative content.</li> <li>• Learn how to work with a real-world client and communicate ideas professionally.</li> <li>• Create an integrated marketing communication plan for your client - encompassing social media, digital media, and other multimedia tools.</li> <li>• Learn how to analyze campaign effectiveness.</li> </ul>				



	Prerequisite			
	Materials/ Textbooks	TBA - Materials will be provided by the professor		
Evaluation	Attendance	15%	Quiz	%
	Assignment	25%	Mid-term Exam	%
	Presentation	25%	Final Exam	%
	Group Projects	25%	Participation	10%
	Etc.	Evaluation Item		Ratio
				%
		%		
	<b>DIGITAL MARKETING CAMPAIGN PROPOSAL(25%)</b>  Develop a strategic, creative storytelling strategy and create a mini-campaign (3 months in length). Groups will research and develop the appropriate contents, utilizing previous briefs, to create and write a campaign proposal. The proposal will contain: Brand awareness, Target audience, Goals and objectives, Marketing channels, Budgets, and a Timeline. Campaign contents will be designed, have clear and strong messaging and contain original graphic design elements such as an infographics, images, posters, memes, tweets or ads. Using the content of the posts, students will develop marketing contents for digital platforms such as two tweets or two Instagram posts that complement the campaign. Students will present this to the class in week 14.			
	<b>PITCH PRESENTATION (25%)</b>  You will create an <b>integrated marketing communications plan</b> for your client/brand/non-profit organization. This includes: a creative piece that specifies the brand message and means of delivery to be used as the campaign platform; media plan that includes a timeline for the launch and campaign elements; discussion of anticipated results and means for evaluation.  A 15-minute presentation that will include an overview of your strategic plan and show your website and content. Q&A will follow the presentations.			

## GROUP ASSIGNMENTS (25%)

You will choose a client to use for all assignments, midterm and final project. The client can be your employer or a business of your choice, **BUT** you must know and communicate with the owner. Alternatively, the instructor can give you a list of available clients. You should choose a client who can improve its position in the marketplace by changing its marketing communications strategy and/or execution.

You will create **creative briefs / Internal reports**. The purpose of these documents is to provide a brand strategy for your client to accomplish its strategic objectives while staying on brand. This includes targeting and profiling, marketing strategy, and a clear communication strategy. The creative briefs; Market Research, SWOT, Competitor Research, Customer Personas, Customer Journeys, Social Media Research, etc, which lays the foundation for the campaign and the final project.

To ground theory with practice, students will work on a group project in teams, where you will be tasked to initiate and supervise a digital marketing campaign for a real brand or product of your choice. Throughout the course, there will be group assignments that require you to apply class lessons to your digital marketing strategy, including creating viral content to increase word of mouth and leveraging social media marketing to advertise effectively. The group assignments will culminate in a final presentation, where you and your team will present your digital marketing strategy for the brand or product you have worked on throughout the semester.

## GROUP ASSIGNMENTS (25% OF TOTAL GRADE)

1. **Client Selection and Initial Research (5%)**
  - Due: Week 3
  - Task: Choose a client and conduct initial market research.
  - Deliverable: 2-page report including client overview, target audience, and initial SWOT analysis.
2. **Customer Persona and Journey Development (5%)**
  - Due: Week 4
  - Task: Create detailed customer personas and journey maps for your chosen client.
  - Deliverable: 3-5 distinct customer personas and corresponding customer journey maps.
3. **SEO and Social Media Research (5%)**
  - Due: Week 5
  - Task: Conduct SEO keyword research and social media audience analysis for your client.
  - Deliverable: SEO keyword report and social media audience insights document.
4. **Brand Identity and Content Brief (5%)**
  - Due: Week 7
  - Task: Develop a brand identity guideline and content strategy brief for your client.
  - Deliverable: Brand guide (including logo, color palette, typography) and content strategy document.
5. **Digital Marketing Budget and Timeline (5%)**
  - Due: Week 9
  - Task: Create a 3-month digital marketing budget and campaign timeline.
  - Deliverable: Spreadsheet with detailed budget allocation and Gantt chart for campaign timeline.



	Class / Day		Topic	Discussions	Tasks
Daily Lecture Plan	1		Orientation	<ul style="list-style-type: none"> <li>Marketing overview</li> </ul>	
	2		Traditional Digital Marketing	<ul style="list-style-type: none"> <li>Foundations of digital marketing</li> <li>Understanding the digital ecosystem</li> </ul>	
	3		Creating Digital Value	<ul style="list-style-type: none"> <li>Digital marketing strategy</li> <li>Integrating digital into the wider strategy</li> </ul>	Choose a Company / Client
	4	THINK	Online Consumer Behaviour	<ul style="list-style-type: none"> <li>Understanding the evolving digital consumer</li> <li>Consumer Journey / Segmentation</li> <li>Smooth online service and customer experience</li> </ul>	Persona
	5		Digital Marketing Environment	<ul style="list-style-type: none"> <li>Market Research</li> <li>SEO Strategy</li> <li>Building and optimizing paid search strategy</li> </ul>	Market Research
	6		Social Media and Marketing	<ul style="list-style-type: none"> <li>Display advertising</li> <li>Social media / viral media</li> </ul>	Content Brief
	7		Brand Building in the Digital Age	<ul style="list-style-type: none"> <li>Branding</li> <li>Effective Experience design</li> <li>Trade &amp; Customer Promotions</li> </ul>	Branding / Rebranding
	8	CREATE	Digital Marketing Strategy	<ul style="list-style-type: none"> <li>Planning your digital marketing strategy</li> <li>Objectives teams, and budgeting</li> </ul>	Webpage development
	9		Digital Marketing Strategy	<ul style="list-style-type: none"> <li>Developing New Products</li> <li>Budgeting</li> <li>Packaging</li> </ul>	Content development
	10		Customer Relationship Management	<ul style="list-style-type: none"> <li>Personalizing the customer journey and digital experience</li> <li>Managing Loyalty , CRM and Data</li> </ul>	Multimedia Content Midterm
	11		Digital Marketing Tools and Technologies	<ul style="list-style-type: none"> <li>Automation / Email</li> <li>Lead generation</li> <li>Affiliate Marketing</li> <li>Mobile marketing</li> </ul>	Email / Mobile Strategies
	12	RETAIN	Trends in Digital Marketing	<ul style="list-style-type: none"> <li>Content strategy</li> <li>Data / web analytics</li> <li>Market stresses and platforms</li> </ul>	Campaign planning
	13		Multimedia Content Development	<ul style="list-style-type: none"> <li>Marketing strategy plans</li> </ul>	Campaign planning
	14		Multimedia Content Development	<ul style="list-style-type: none"> <li>Professional Presentation development</li> </ul>	Campaign planning
	15		Final Project Presentations		Integrated Marketing Communication s Plan and Presentation