

# Syllabus (2023-Summer)

Course Title	K. Content and Global Branding	Course No.	--
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name: Seung-Chul Yoo, Ph.D.	Department: Communication & Media	
	E-mail: <a href="mailto:Communication@ewha.ac.kr">Communication@ewha.ac.kr</a>	Phone: 82-2-3277-2240	
Office Hours Office Location	By Appointment Ewha-Posco Research BD #301 [Seung-Chul Yoo lab]		

## I. Course Overview

### 1. Course Description

This course is meant to provide students the information and skills required to develop and implement a global brand communication campaign to address the 'Brand Issues/Problems' encountered by global marketers. The first half of the lecture will focus on 'Brand Story Development with K-content,' while the second half will concentrate on 'Brand Story Distribution with Digital Channels.' Students in this class will be able to study K-culture and K-content, as well as critical thinking skills, through a variety of methods such as lectures, laboratories, special guest lectures, online debates, and company site visits.

Topics covered include the importance of strategic planning in the development of communication campaigns, conceptual challenges involved in the creation of advertising/marketing ideas, and the development and presentation of an integrated campaign to a client. Students write scripts and create unique marketing concepts for TV and social media. The final project presentation will take the form of a classroom competition for a real Korean advertiser.

### 2. Prerequisites

None

### 3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
60%	40%	_%	_%	_%

### 4. Course Objectives

- Understand K-culture and K-content in the context of social media.
- Recognize the core concepts and general paradigms of global brand communication campaigns in the context of marketing activities focused on cultural characteristics.
- Gain meaningful insights that are valuable to global marketers by understanding the broad consumer decision-making phases.
- Increase cultural awareness in the context of global consumer marketing.

- Improve presentation and writing skills related to brand communication.

My purpose is to provide tools and a learning environment for consumer and advertising psychology. As an instructor, I feel it is my obligation to guarantee that this class contributes to the overall return on investment (ROI) by providing a valuable set of tools and resources and trying my best to demonstrate how intriguing and significant this topic can be to you and the world at large.

## 5. Evaluation Systems

Relative evaluation  Absolute evaluation (for Ewha International Summer College students only)  Others

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
20%	20%	_%	20%	_%	20%	20%	_%

## II. Course Materials and Additional Readings

### 1. Required Materials

Course texts are accessible as PDFs on Ewha Cyber Campus. You must bring printed or electronic copies of the items we will be discussing to class [Laptops and smart pads are permitted in class.] Non-class-related electronic device use will be limited.

### 2. Supplementary Materials

Branded stories for content marketing: brand storytelling textbook for MBA students (Purple, 2021)

### 3. Optional Additional Readings

## III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/27)	Welcome & Course Roadmap / K-Culture introduction
Day 2	(6/28)	Strategic Planning for Brand Comm / The Foundation
Day 3	(6/29)	K Culture - Consumer Psychology & Media / IMC #1
Day 4	(7/3)	K Culture - Consumer Psychology & Media / IMC #2
Day 5	(7/4)	Campaign and Briefing - documented communication
Day 6	(7/5)	Consumer Psychology & Global Branding / STP Process
Day 7	(7/6)	<u>Midterm Exam</u>

Day	Date	Topics & Class Materials, Assignments
<b>Day 8</b>	(7/10)	IMC for Brand Communication - Account Planning / Consumer Insight #1
<b>Day 9</b>	(7/11)	IMC for Brand Communication - Account Planning / Consumer Insight #2
<b>Day 10</b>	(7/12)	K-Content and Message Strategy #1 – Theory
<b>Day 11</b>	(7/13)	K-Content and Message Strategy #1 - Practice
<b>Day 12</b>	(7/17)	Creating and Developing Offering in Marketing - Practice
<b>Day 13</b>	(7/18)	Brand Storytelling and K-Content / Channel Strategy & ADPR
<b>Day 14</b>	(7/19)	Final Client Presentation - TBA
<b>Day 15</b>	(7/20)	<b><u>Final Exam</u></b>
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	TBA

## IV. Special Accommodations

\* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> <li>. Visual impairment: braille, enlarged reading materials</li> <li>. Hearing impairment: note-taking assistant</li> <li>. Physical impairment : access to classroom, note-taking assistant</li> </ul>	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> <li>. Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant</li> <li>. Hearing impairment: written examination instead of oral examination</li> <li>. Physical impairment: longer examination hours, note-taking assistant</li> </ul>

- Actual support may vary depending on the course.

\* The contents of this syllabus are not final—they may be updated.