

Year 2014
Semester Spring

Syllabus

Course No. :

Course	Persuasive Communication	Credit	3	Time	3	Instructor	Joonhyung Jee (지준형)
Department/ Grades	School of Communication Advertising Major / 3		Lecture Schedule Lecture Room		Mon/Wed 09:00 ~ 10:15 (TBA)		
Office Hours	Mon/Fri (13:30 ~ 15:00)		Office Telephone		Bugak 1420		
E-mail							
Objectives	<p>This class is intended to help students understand:</p> <ol style="list-style-type: none"> 1. how advertising affects consumers and brands 2. what strategies and tactics have been developed for each advertising medium. 						
Method/ Materials	<p>This class will be taught primarily through in-class lecture. In addition, students will be required to complete individual assignments that are designed to help understand the contents. Details of the assignments will be explained in class.</p>						
Grading	<p>Mid-term exam: 35% Final exam: 35% Individual assignments: 15% Participation: 15%(in-class 10% + online 5%) Attendance: Each absence will cause 1-point deduction from the final points. Also, three tardies will be counted as one absence.</p>						
Textbook	<p>None. Instead, course materials will be prepared and distributed in advance before each class that requires them.</p>						
Auxiliary textbook	None						
Reference book	None						
Assignments						Remarks	
Details will be explained in class.							

Weekly Schedule

Week	Date	Description	Assignments/ Reference
1	03/03(Mon) 03/05(Wed)	Introduction Impacts of advertising on consumers	
2	03/10(Mon) 03/12(Wed)	No Class (Conference) Impacts of advertising on consumers (Continued)	
3	03/17(Mon) 03/19(Wed)	Impacts of advertising on brands Continued	
4	03/24(Mon) 03/26(Wed)	What is effective advertising? Continued	
5	03/31(Mon) 04/02(Wed)	Effective TV/radio ads Continued	
6	04/07(Mon) 04/09(Wed)	Effective print ads Continued	
7	04/14(Mon) 04/16(Wed)	Effective outdoor ads Review	
8	04/21(Mon) 04/23(Wed)	No class Mid-term exam	
9	04/28(Mon) 04/30(Wed)	Effective online/mobile ads Continued	
10	05/05(Mon) 05/07(Wed)	No Class (Children' s Day) Other effective marketing communications	
11	05/12(Mon) 05/14(Wed)	Continued Continued	
12	05/19(Mon) 05/21(Wed)	Effective IMC Continued	
13	05/26(Mon) 05/28(Wed)	Effective advertising research Continued	
14	06/02(Mon) 06/04(Wed)	Guest lecture Review	
15	06/09(Mon) 06/11(Wed)	No class Final exam	