

Dept. of Advertising & Public Relations

The Department of Advertising and Public Relations aims to nurture creative professionals who can contribute to the development of related studies and industries by acquiring theoretical thinking and practical insight in the field of advertising and public relations. The Department organizes a wide curriculum to encompass all fields that make up the Department of Advertising and Public Relations without being biased towards any specific field, and educates majors to demonstrate their competence in various domains.

□ **Advertising & Public Relations Major**

The advertising & public relations major is designed to provide knowledge of principles basic to all advertising, marketing and persuasive communication through the courses in the creative, media, management, consumer behavior and research areas, in order to ensure the richest possible background for the advertising. It prepares students for advertising and marketing related positions and to develop analytical skills.

□ **Courses**

□ **Advertising & Public Relations Major**

• **Theories in Advertising (3)**

Examination and analysis of communication theories relevant to the study of advertising.

• **Advertising Research Methodology (3)**

To study marketing survey method accordingly with marketing theory.

• **Independent Study I (3)**

Professor and student independently study more in detail and perfectly about specific field.

• **Independent Study II (3)**

Professor and student independently study more in detail and perfectly about specific field.

• **Health Communication (3)**

This course introduces students to theories and research about the role that communication plays in health behavior change programs and provides training in the skills students will need to be a professional health communicator. This course focuses on the health communication planning process and explores alternative planning models and theories used to design communication interventions. This course will cover research on specific topics relevant to health communication, such as entertainment education, media advocacy, multicultural audiences, new

technologies, and health literacy.

- **Psychology in Advertising (3)**

Examining the basic underlying processes of selective attention, perception, learning, and memory concerning advertising information.

- **Digital Media and Advertising (3)**

Examining the impact of new media on advertising and other areas of general interest.

- **Topics in Advertising (3)**

Topical course dealing with advertising subjects from semester to semester.

Examining case studies on strategic brand building in both advertising and marketing.

- **Brand Communication (3)**

The importance of brand is embossed advertisement and marketing field by parity phenomenon between goods. To learn strategy theory for effective brand building and to acquire knowledge through deep case study.

- **Theories of Advertising Effects (3)**

To learn theories related to advertising effects on consumers and explore how to measure advertising effectiveness.

- **Advertising and Media Strategy (3)**

To explore strategies related to media planning as well as the relationship between advertising and media.

- **Advertising Strategy (3)**

To introduce to various strategies of observing and interpreting consumer behavior for the purpose of integrating consumer point of view into the creative strategy for advertising.

- **Public Relations Strategy (3)**

To explore systematic access method for relevant PR theory and PR plan.

- **Consumer Behavior (3)**

Examination of various behavioralism approaches explaining motivations, information processing and consumption behavior of consumers. Furthermore, this course covers psychological and sociological factors have significant effects on consumer behavior.

- **Marketing Communication (3)**

To broaden understanding of the new academic field utilizing various marketing communication method such as not only advertising but also public relations, sales promotion, event and sponsorship by in-depth studying on issues related to marketing communication.

- **Public Relations Seminar (3)**

To extend the overall understanding of public relations through in-depth course of certain topics in the field of public relations.

- **Crisis Management (3)**

The course covers topics related with two interrelated fields, issue management and crisis management. The issue management field includes a series of process such as understanding the issue, analysis, choose the strategy, practice of the program and evaluation, and this field is on the basis of analysis of organization's structure and function, and issues about society, economy, politics and environment affect on countermeasures. The crisis management field includes a series of process of building pre and after management toward the crisis situation the organization encounters such as system preparation for the crisis, detailed arrangement and crisis management.

- **Multivariate Statistics (3)**

This course covers statistical methods analysis independent variable and dependent variable simultaneously as an extended form of existing unitary and dualistic analysis methods. Also dealing with multiple regression analysis, discriminant analysis, factor analysis, multi-variate analysis and cluster analysis and so on.

- **Theories in Public Relations (3)**

This course provides the conceptual framework that underlies the theoretical body of knowledge in public relations. It develops an understanding of theories in public relations and its application to practice.

- **Advertising and Neuroscience (3)**

This class deals with how to produce effective advertisements based on consumer psychology and an understanding of brain science. To this end, major research results related to brain science are applied to various theories related to advertising.

- **How to write a thesis (3)**

From this class students learn step by step a series of procedures and methods from selecting research topics to writing thesis for thesis writing, and develop the ability to apply them to actual research tasks.

- **Individual Research Project III (3)**

The professor and students individually conduct more detailed and comprehensive research on a specific field.

- **Individual Research Project IV (3)**

The professor and students individually conduct more detailed and comprehensive research on a specific field.

- **Performance Marketing Strategies in the AI Era (3)**

Artificial Intelligence (AI) is revolutionizing the advertising and marketing industries by transforming work processes and being utilized across various fields. In this course, we will explore how AI is being integrated into digital marketing, and based on practical experience, delve into AI-driven personalized marketing, creative

development, data analysis, and optimized performance marketing strategies for the AI era.

□ **Faculty Members**

Ko, Han Jun

Yonsei Univ., B.A.
Univ. of Texas at Austin, M.A.
Univ. of Florida, Ph.D.
Advertising
hanjunko@kookmin.ac.kr

Kim, Sung Su

Yonsei Univ., B.A.
University of Arizona, M.A.
University of Georgia, Ph.D.
Advertising
sungsukim@kookmin.ac.kr

Kim, Yesolran

Kookmin Univ., B.A.
Kookmin Univ., M.A.
Kookmin Univ., Ph.D.
Advertising
kimysr@kookmin.ac.kr

Lee Mi Na

Kookmin Univ., B.A.
Michigan State Univ., M.A.
Univ. of Georgia, Ph.D.
Advertising
leemi2@kookmin.ac.kr

Lee, Se Jin

Ewha Womans Univ., B.A.
Univ. of Texas at Austin, M.A.
Univ. of Texas at Austin, Ph.D.
Advertising
sejinlee@kookmin.ac.kr

Lee, Chong Min

Yonsei Univ., B.A.
Univ. of Texas at Austin, M.A.
Hankuk Univ. of Foreign Studies, Ph.D.
Advertising
daniel@kookmin.ac.kr

Ji, Joon Hyung

Seoul National Univ., B.A.
Univ. of Florida, M.A.
Univ. of Texas at Austin, Ph.D.
Advertising
joonjee@kookmin.ac.kr

Choi, Dongwon

Kookmin Univ., B.A.
Univ. of Texas at Austin, M.A.
Univ. of Georgia, Ph.D.
Advertising
dwc@kookmin.ac.kr