

## 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.

##### • **Public Communication Campaign (3)**

This course is designed to teach students how sophisticated public campaigns are planned and executed. This course will cover topics such as how attitudes are changed, how opinions are created, and how behaviors are triggered on a mass scale through carefully orchestrated communication campaigns. This course will also teach students how to evaluate and design effective public communication campaigns.

##### • **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.

- **Advertising Management (3)**

Account planners are the voice of the consumer within ad agencies. They constitute the crucial link between client objectives, account management, and the creative development team, and also the media planning team. Account planners are strategists that are particularly attuned to the emotions and thoughts of the target audiences of advertising messages. The purpose of this course is to help you better understand concepts that managers must comprehend.

- **OOH Promotion Strategy (3)**

The main objectives of this course are to focus on the unique challenges of marketing services and advertising quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. The course is equally applicable to organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

- **Advertising Ethics and Public Policy (3)**

Advertising Ethics and Public Policy allows students to supplement their major field with in-depth knowledge of one or more relevant areas of advertising. The course provides valuable insights into the advertising-government interface and the development of ethics and public policy affecting the marketplace and consumer culture. It also enhances students' knowledge and skills in practical areas directly relevant to advertising activities.

- **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.

- **Global Advertising (3)**

To study the managerial, economic, legal, and cultural aspects of multinational advertising.

- **Advertising Creativity (3)**

To examine the process of developing creative concepts and their effective execution.

- **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.

- **Corporate Public Relations (3)**

This course provides an analysis of the practice of corporate communications and public relations. It will cover how major companies provide information on their activities, defend their issues and spin their image.

- **Advertising Campaign (3)**

This course provides the intellectual skills needed in developing well-planned and effective advertising strategies. It will cover how to utilize market research, strategic planning, creative development, media planning and all integrated marketing communication disciplines.

- **Advertising and Cultural Contents (3)**

This course offers an investigation into the parameters and meanings of our culture of consumption. It will examine how cultural contents are utilized in advertising, marketing and public relations.

□ **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