Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2026

[Digital Strategies in Media and Communication]

Prof. Tae Hyun Baek, Sungkyunkwan University
Class time: 12:30 – 15:00
Location: 9B320 @International Hall

SHORT COURSE DESCRIPTION

This course presents a clear overview of digital media strategies for business and offers opportunities for acquiring analytical skills for performing integrated strategic communication functions in digital environments. Topics covered include search engine optimization, pay-per-click advertising, email marketing, big data, digital/social media analytics, social media strategies, mobile marketing, and artificial intelligence marketing. Students will implement an integrated digital media campaign through lectures, class assignments, discussions, and simulation projects. Attention will also be given to working knowledge of digital analytics tools for creating, managing, executing, and evaluating digital strategies.

READING MATERIALS

Other reading and lecture materials will be provided in class and i-Campus.

COURSE REQUIREMENTS AND GRADING

Attendance	**10%**
Class Exercises	**30%**
Team Project #1 (replacement for the midterm exam)	**25%**
Team Project #2 (replacement for the final exam)	**25%**
Peer Evaluation	**10%**
Total	**100%**

Academic Evaluation
Pass (P): grade of 60% or above
Fail (F): grade below 60%

*SKKU ISS uses a Pass/Fail grading system with a corresponding percentage scale. https://summer.skku.edu/summer/program/policies.do

Attendance: Students are required to participate in all course meetings. **If students miss more than three unexcused absences of the classes scheduled for the semester, students are expected to receive a failing (F) grade.** SKKU regulations require students to attend at least 80% of all classes.

***Fail (F): attendance below 80% (**more than three unexcused absences**)

Students need to notify the instructor of anticipated absences they wish to be considered excused before missing class when possible. For both expected and unanticipated absences – if the student wishes the absence to be deemed to be excused, proper and appropriate documentation verifying the legitimacy of the absence must be presented to the instructor.

Class Exercises: Students will participate in various in-class discussions/exercises. They will also be given occasionally in class. These activities might involve individual assignments and will vary in total point value. They cannot be made up except in the case of excused absences. Thus attendance is essential.

Team Project #1 (Replacement for the Midterm Exam): This project focuses on leveraging generative artificial intelligence (AI) to create compelling digital advertising content aimed at promoting social goods, such as charitable giving, environmental conservation, equality and inclusion, public safety, and health. Each team will develop AI-generated ad campaigns to address various social issues, enhancing awareness and engagement through innovative ad strategies.

Team Project #2 (Replacement for the Final Exam): Each team will be assigned to promote SKKU through short-form videos on social media platforms such as YouTube Shorts, TikTok, and Instagram Reels. Your mission is to highlight the significance of creating engaging and appealing content to attract potential international students. I strongly encourage each team to produce at least three short-form videos.

Peer Evaluation: Peer evaluation is an essential component of our team projects. Each team member will assess the contributions of their peers while considering factors such as participation, quality of work, collaboration, and commitment to the project.

COURSE POLICIES

Tardy Policy

Tardiness is defined as being late by 10 minutes for any reason. Being on time for class reduces interruptions to the learning environment, improving the quality and time for all students. Three unexcused tardies shall count as an unexcused absence.

Tardiness

3rd tardy = 1 unexcused absence

Policy on Classroom Behavior

Students are expected to treat the instructor and other students with RESPECT. Behavior in the classroom that impedes teaching and learning is considered disruptive and, therefore, is subject to sanctions. The purpose of these sanctions is to create and protect an optimal learning experience. Disruptive behaviors in the classroom include persistent speaking without permission, engaging in activities not related to the class, inappropriate use of electronic devices, cell phones, or pagers, sleeping in class, chronically entering class late or leaving early, eating/drinking in class without

permission, and any behavior that puts the health or safety of the instructor or other students in jeopardy

Late Assignment Policy
All assignments should be turned in on time as specified. An overdue assignment will get a penalty of 20% of the total points for each day late. Please anticipate schedule conflicts and submit assignments early if necessary.

Exam Policy
Students are expected to take the exam on the date assigned. However, students missing a scheduled exam due to an excused absence are responsible: (a) for informing me about their excused absence within one week following the period of the excused absence (except where prior notification is required); (b) and for making up the exam. I will allow the student to make up the exam missed due to the excused absence and shall do so, if feasible, during the semester in which the absence occurred.

Policy Regarding Academic Offenses
Students shall not plagiarize, cheat, falsify or misuse academic records per university policy.

Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding themselves or another on any academic work which is considered in any way in the determination of the final grade.

Plagiarism includes reproducing someone else's work (including, but not limited to, a published article, a book, a website, a computer code, or a paper from a friend) without clear attribution. Plagiarism may also include double submission, self-plagiarism, or unauthorized resubmission of one's work, as defined by the instructor. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. You must review this information, as all ideas borrowed from others need to be credited appropriately.

The minimum penalty for a first offense is a ZERO ("F" grade) on the assignment on which the violation occurred. If the offense is considered severe or the student has other academic offenses on their record, more severe penalties may be imposed up to suspension from the University.

COURSE SCHEDULE

– WEEK 1 –

Monday (29 June)
Course Introduction

Tuesday (30 June)
Understanding Digital Strategies

Wednesday (1 July)
Generative AI in Advertising

Thursday (2 July)
Video Marketing

– WEEK 2 –

Monday (6 July)
Search Engine Optimization

Tuesday (7 July)
Pay-Per-Click Advertising

Wednesday (8 July)
Email Marketing

Thursday (9 July)
Team Project #1 Presentation

– WEEK 3 –

Monday (13 July)
Social Media Strategies

Tuesday (14 July)
Facebook and YouTube Advertising

Wednesday (15 July)
Using Google Analytics Data

Thursday (16 July)
Advanced Google Analytics

– WEEK 4–

Monday (20 July)
Big Data & Data Visualization

Tuesday (21 July)
Future of Digital Advertising

Wednesday (22 July)
Team Project #2 Presentation