



HANYANG UNIVERSITY

Hanyang International Winter School

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Course	Class No.	TBA	Course Code	ISS1195	Credits	3
	Course Name	Multimedia Marketing and Content Design				
	Lecture Schedule	Monday - Friday / 9:00 - 12:00 / 1:00 - 3:00				
	Course Description	In today's media-saturated world, marketing and communication are inseparable from creativity. From viral videos to brand storytelling on social platforms, the ability to design, analyze, and deliver persuasive digital messages has become as essential as literacy itself. This project-based course introduces students to the foundations of digital and multimedia marketing, emphasizing creativity, strategic thinking, and real-world application. Through a blend of lectures, workshops, and collaborative projects, students will explore how ideas travel across different media and cultures. They will examine both Korean and international brands, analyzing how local context, cultural nuance, and global strategy intersect in effective campaigns. Students will learn to: • Craft compelling stories and branded content for digital channels • Conduct market research and understand consumer behavior • Develop integrated marketing communication (IMC) strategies • Build brand identities through multimedia tools and social media • Design and present marketing projects that demonstrate professional-level creativity and insight By the end of the course, students will have produced a portfolio of original marketing materials and strategic plans, preparing them for future roles in content design, brand communication, and digital marketing.				



Information	Course Objective	By the end of this course, students will be able to: • Understand and apply the principles of integrated marketing communication (IMC) across multiple digital and multimedia platforms. • Analyze and compare marketing strategies used by Korean and international brands, identifying how cultural context influences communication style, branding, and consumer engagement. • Conduct market research to develop customer personas, target audience insights, and data-driven positioning statements. • Design and produce a range of creative digital marketing materials — including social media content, email campaigns, video storytelling, and branded visuals — that demonstrate persuasive and authentic communication. • Develop a unified brand strategy, integrating social media, digital media, and multimedia tools into a cohesive campaign for a real-world or simulated client. • Collaborate effectively in team-based projects, presenting professional-level proposals and creative assets to diverse audiences. • Evaluate campaign performance using relevant metrics and analytics to measure audience impact, engagement, and overall effectiveness. • Build a personal or group portfolio that showcases strategic thinking, creativity, and practical marketing competence suitable for future career or academic pursuits.		
	Prerequisite			
	Materials/ Textbooks	Materials will be provided by the professor		
Evaluation	Attendance	15%	Quiz	%
	Proposal	25%	Mid-term Exam	%
	Presentation	25%	Final Exam	%
	Group Projects	25%	Participation	10%
	Etc.	Evaluation Item		Ratio
				%
				%



Digital Marketing Campaign Proposal (25%)

Working in groups, students will **develop a strategic and creative storytelling campaign** lasting approximately three months. Building on previous briefs and research, teams will plan and write a comprehensive **campaign proposal** that demonstrates both analytical insight and creative execution.

The proposal should include:

- **Brand overview and awareness strategy**
- **Target audience analysis**
- **Goals and measurable objectives**
- **Marketing channels and tactics**
- **Budget and timeline**

Each campaign should feature **original, well-designed digital content** that communicates a clear and compelling message. Visual elements may include infographics, posters, images, memes, tweets, or digital ads.

In addition, students will **produce at least two social media posts** (such as tweets or Instagram posts) that align with and enhance the overall campaign concept.

Pitch Presentation (25%)

In this final stage of the course, students will **present an integrated marketing communications (IMC) plan** for their chosen client, brand, or non-profit organization. The presentation should demonstrate strategic thinking, creative design, and practical application of digital marketing principles.

Each team's **pitch** should include:

- A **creative concept** that clearly defines the brand message and campaign platform
- A **media plan and timeline** outlining the rollout of campaign elements across relevant channels
- A discussion of **anticipated outcomes** and methods for **evaluating campaign performance**

Presentations will be approximately **15 minutes** in length and must include both a **strategic overview** and a **visual demonstration** of your campaign assets, such as your website, social media content, and other digital materials.

Each presentation will conclude with a **Q&A session**, allowing teams to discuss their creative and strategic decisions in depth.

Group Assignments (25%)

Throughout the semester, students will work collaboratively in teams to **develop a comprehensive digital marketing strategy** for a real client. This client will serve as the foundation for all major assignments, including the midterm and final projects.

You may select your own client — such as your employer, a startup, or a local business — provided you have direct communication with the owner. Alternatively, you may choose from a list of available clients provided by the instructor. Select a client that can benefit from improving its marketing communications strategy or execution.

Through a series of group assignments, you will produce **strategic and creative deliverables** that connect theory with practice. These documents will form the groundwork for your final campaign proposal and presentation. They should demonstrate an understanding of brand strategy, audience targeting, and integrated communication design.

Deliverables will include **creative briefs and internal reports** such as:

- **Market research and SWOT analysis**
- **Competitor benchmarking**
- **Customer persona and journey development**
- **Social media and SEO research**
- **Brand identity and content strategy**

Each assignment builds toward your team's final marketing campaign, helping you develop essential project management, collaboration, and communication skills while creating a portfolio-ready body of work.

Digital Marketing Course Schedule

Class / Day	Topic	Key Discussions and Learning Outcomes	Tasks / Deliverables
1	Orientation & Traditional Digital Marketing	• Introduction to digital marketing principles and the modern media landscape. • Understanding the role of Integrated Marketing Communications (IMC) and the digital ecosystem. • Identifying key marketing channels and campaign types.	Choose a Company / Client — Select a real-world client for your group project and prepare a short rationale for your choice.
2	Creating Digital Value & the Digital Marketing Environment	• Explore how digital value is created through research and strategy. • Integrate digital marketing into broader organizational goals. • Conduct foundational market and keyword research to inform future strategies.	Market Research Report — Submit a 2-page summary analyzing your client's market, competitors, and SEO opportunities.
3	Online Consumer Behavior & Social Media Marketing	• Examine online consumer behavior, segmentation, and the customer journey. • Understand how social media and viral content drive engagement. • Analyze tone, content, and strategy across social platforms.	Persona & Content Brief — Create 3–5 detailed customer personas and a one-page content brief aligning message tone and goals.



4	Brand Building in the Digital Age	• Develop and strengthen brand identity across digital platforms. • Explore visual storytelling, experiential marketing, and promotional strategies.	Branding / Rebranding Project — Design or refine your client's brand identity (logo, tone, and digital presence) and submit a mini brand guide.
5	Digital Marketing Strategy (Part 1)	• Understand campaign planning frameworks. • Define objectives, build teams, and allocate budgets. • Develop a cohesive digital marketing strategy for your client.	Webpage Development — Create a landing page or microsite mockup representing your campaign's core message and value proposition.
	Digital Marketing Strategy (Part 2)	• Extend your strategy through product development and packaging concepts. • Refine your campaign plan with stronger creative assets and integrated messaging.	Content Development — Design sample creative content such as posts, visuals, or short videos aligned with your brand story.
6	Customer Relationship Management	• Focus on customer engagement, personalization, and data-driven loyalty. • Explore CRM systems and analytics for sustaining customer relationships.	Content Development — Develop CRM-related campaign content, such as personalized emails or customer retention strategies.
7	Digital Marketing Tools & Trends	• Study automation, lead generation, affiliate, mobile, and email marketing. • Analyze campaign data and performance metrics. • Examine current digital trends and emerging tools.	Email / Mobile Strategies — Design two integrated posts or email templates for your campaign. Campaign Planning Document — Outline key tools, channels, and tactics.
8	Multimedia Content Development	• Combine storytelling, design, and analytics to build a cohesive campaign. • Prepare professional presentation materials showcasing strategy and content.	Campaign Planning — Submit a complete campaign brief including objectives, timeline, and creative samples.
9	Final Project Presentations	• Present your integrated marketing communications plan. • Demonstrate strategic reasoning, creativity, and practical execution.	Final Presentation — Present your IMC campaign to the class, including website, visuals, and performance strategy.