



SCHOOL OF MEDIA & COMMUNICATION

The department aims to nurture talents who will lead the future media, broadcasting video, and advertising and public relations fields with a creative sense.

Equipped with competent faculty and state-of-the-art educational facilities, through education in two majors, 'Digital Visual Media' and 'Advertising and Promotional Contents', as well as Industry-University cooperation programs.

Digital Visual Media
+
Advertising and Promotional Contents

Year 1

- Communication Skills Development (TIPS)
- Communication and Media (TIPS)
- Understanding digital video media
- Advertisement PR understanding, etc.

Year 2

- Marketing Basics
- Advertising psychology
- PR campaign planning
- Digital PR, etc.
- Advertising Planning
- PR writing
- Big data analysis

Year 3 -Year 4

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| <ul style="list-style-type: none"> • Consumer Behavior and Big Data • Copywriting • Content creative • Marketing PR • Advertisement Plan Production • Marketing strategy • Brand D content • Global PR • Brand video storytelling | <ul style="list-style-type: none"> • Digital Video Content Production • PR Case Study • Advertisemen Photography Practice • Crisis management PR • Advertisement PR start-up • Digital media planning • Health communication • OHH Promotion • Social Responsibility and Advertising PR Ethics | <ul style="list-style-type: none"> • Media History • Media Law and Ethics • Mass Media Effect Theory • The 4th Industrial Revolution and Media Industry • Digital Video Editing and Utilization • Data Journalism, etc. |
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No Highschool Result Requirement (SPM/UEC)

UP TO 100% SCHOLARSHIP

Regular Course (Korean Won)

Classification	Admission fee	Tuition fee	Insurance
Spring	100,000 (New Applicant Only)	1,300,000	90,000 (New Applicant Only)
Summer		1,300,000	
Fall		1,300,000	
Winter		1,300,000	
Total	100,000	5,200,000	90,000

Dormitory Fee

804,600 won / semester
(11 meals per week Included)

- New students are required to stay in the dormitory for 3 months.
- Dormitory fees (management fees) are subject to change
- During vacation time, an additional fee is charged.

- All foreign students are mandatory to apply for an insurance for traveler
- From 6 months after entering Korea, it will be converted to the National Health Insurance
- Travel Insurance Fee: 90,000 won for 7 months
- National Health Insurance Fee: 50,000 won per month
- Textbook Expenses: Approximately 50,000 won for each Beginner/Middle/Advanced textbook

SUN MOON
KOREAN LANGUAGE
INSTITUTE

Scholarship

Category	Those Applicable for Scholarship	Type of Scholarship	
Freshmen	Applicant paying for their own expenses + Applying with a qualified Korean language test OR qualified English proficiency test score (TOEFL - CBT 210/IBT 80, IELTS 5.5, TEPS 550 points)	TOPIK 3	50% Tuition Fee
		TOPIK 4	55% Tuition Fee
		TOPIK 5&6	60% Tuition Fee
		English Qualification	50% Tuition Fee
		Sun Moon Korean Test	40% Tuition Fee
Enrolled Students	<ul style="list-style-type: none"> • Scholarships based on the average grade of the previous semester • Completed Units • 1st year 2nd semester: completed 12 units or more from the previous semester • 2nd-3rd years: completed 15 units and above from the previous semester (applicable from 2015) • 4th year: completed 12 units or more from the previous semester 	Grade	Tuition Fee Deduction
		4.2 - 4.5	100%
		4.0 - 4.2	80%
		3.6 - 4.0	60%
		3.0 - 3.6	50%
		2.5 - 3.0	40%
		2.0 - 2.5	30%
		0 - 2.0	0%

College of Humanities and Social Sciences

6,731,000 Won/year

Admission Fee: 40,000 won

Scan to know more

