



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

SMU Korean Language Institute

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

- All international students are required to have travel insurance.
- After 6 months from the date of entry, it will be converted to the National Health Insurance.
- Travel insurance premium: 90,000 KRW for 7 months
- National Health Insurance premium: approximately 50,000 KRW per month
- Textbook fees: approximately 50,000 KRW per level (beginner/intermediate/advanced)

SMU Dormitory Fee / sem (2 pax room)

Korean Language Institute (Mandatory for 1st 3 months) 982,900 won (9 meals per week included)	Undergraduate (Optional) 900,000 won
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Scholarship

Category	Those Applicable for Scholarship	Tuition Fee Deduction	
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 6	100%
		TOPIK 5	80%
		TOPIK 4	55%
		TOPIK 3	50%
		English Qualification	50%
		Sun Moon Korean Test	40%
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
per year

Admission Fee: 60,000 won

Scan to know more

