



SEJONG UNIVERSITY



# Sejong Global Media and Communication Program

Explore Digital Media and  
Communication Practices

# Sejong Global Media and Communication Program

*Explore Digital Media and Communication Practices*

Sejong University proudly presents:

## **Bachelor's Degree in Media and Communication**

The Sejong Global Media and Communication Program provides opportunities to study a broad range of media and communication fields in Korea, which is leading in the world's media content industry. The program's undergraduate degrees follow a curriculum that includes theoretical perspectives and practical experiences, which are related to interpersonal communication, journalism, broadcasting, advertising and public relations, digital media, and the K-culture and the entertainment media industry.

### **The Sejong Global Media and Communication Program:**

- The program focuses on fostering future communication professionals who have theoretical knowledge and practical communication skills that are required for various communication fields.
- The program provides practical education for the learners in order for them to gain insights into various media content production in the program's own digital studio.
- The program focuses on educating students who can successfully adjust to smart media environments, which include AR, VR, AI, and traditional mass media.
- The program is taught entirely in English by distinguished faculty who are leading researchers and experts in a variety of media and communication areas.
- The program offers generous scholarship opportunities.



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## Program Requirements & Courses

Students are required to complete a total of 130 credit hours to be awarded a Bachelor's Degree in Media and Communication.

### Core Courses

- Human communication
- Understanding Advertising and PR
- Understanding Media
- Theories of Communication Studies
- Communication Research Method
- Practices in Statistics for Communication Science
- Organizational Communication

### Strategic Communication

- IMC Planning
- Celebrity Marketing
- PR Campaign Planning
- Strategic Communication for SNS
- IMC and Consumers
- Health Communication

### Digital Media and Communication

- Information Literacy
- Media History
- Digital Media and Society
- Digital Journalism
- Media Industry and Policy
- Media Startup

### Media Content Planning and Production(including K-media)

- Video Content Planning
- Basics in Visual Content Production
- Media Communication Seminar 1
- Media Communication Seminar 2
- Workshop for Video Content Production
- Presentation Practice

General & Liberal Art Courses include the Korean Language courses.

## ➔ How to Apply

- Apply online on Sejong University website <http://eng.sejong.ac.kr>

## ➔ Eligibility and Qualifications

- A person who has completed or is expected to have completed at least 12 years of formal education before enrollment, or a person who has completed the entire course secondary education at the time of application.
- A non-Korean national whose parents are both non-Korean nationals.
- A person who meets at least one of the following language proficiency requirements (TOEFL, IELTS, and New-TEPS)
  - · TOEFL: MyBest Scores and iBT Home Edition accepted, It is not possible to submit TOEFL ITP scores

TOEFL iBT	IELTS	New-TEPS
71	5.5	327

· · Students who are from countries where English is the official language are exempted from the language proficiency requirements. However, students need to submit the appropriate language score in order to apply for scholarships.

## ➔ Tuition fees (provisional)

(Unit: KRW)

Global Media and Communication	Tuition
	4,445,000

· · 1,300 KRW is approximately 1 US Dollar.

## ➔ Scholarship

Category	Eligibility	Details
First semester Scholarship	Students who satisfy the minimum language test score	Qualified students receive a 20% - 80% tuition reduction for the 1st semester. It is a 30% reduction if the student is from a country whose <b>mother tongue</b> is in the English language.
GPA Based Scholarship	Students whose GPA of the previous semester is 3.0 or higher and had successfully taken at least 15 course credits	Qualified students receive a 20% - 50% tuition reduction for the next semesters.

## Contact Us

General Information	Admission Information
<p><b>Sejong One Stop Center</b>            Tel: 82-2-3408-2620            Fax: 82-2-3408-3813            E-mail: <a href="mailto:sos@sejong.ac.kr">sos@sejong.ac.kr</a>            Website: <a href="http://eng.sejong.ac.kr">http://eng.sejong.ac.kr</a>            Address: (05006) One Stop Center, Room #202, Student Center,            Sejong University, 209 Neungdong-ro, Gwangjin-gu, Seoul,            Korea</p>	<p><b>Sejong One Stop Center(Admissions Team)</b>            Tel: 82-2-3408-3973            Fax: 82-2-3408-3813            E-mail: <a href="mailto:intadmission@sejong.ac.kr">intadmission@sejong.ac.kr</a>            Website: <a href="http://eng.sejong.ac.kr">http://eng.sejong.ac.kr</a>            Address: (05006) One Stop Center(Admissions Team), Room #209,            Student Center, Sejong University, 209 Neungdong-ro,            Gwangjin-gu, Seoul, Korea</p>