



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 Media and Communication Department
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 the world's media content industry. The Program's undergraduate degrees follow a curriculum that includes theoretical perspectives and practical experiences related to interpersonal communication, journalism, broadcasting, advertising and public relations, and digital media as well as the K-culture and entertainment media industry.

The Sejong Global Media and Communication Program:

- Focuses on fostering future communication professionals who have theoretical knowledge and practical communication skills required for various communication fields.
- Provides practical education to learners to gain insights into various media content production in the program's own digital studio.
- Focuses on educating students who can successfully adjust to smart media environments, including AR, VR and AI, as well as traditional mass media.
- Is taught entirely in English by distinguished faculty who are leading researchers and experts in a variety of media and communication areas.
- Offers generous scholarship opportunities.





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
- Introduction to Advertising and PR
- Understanding Media
- Communication Theory
- 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

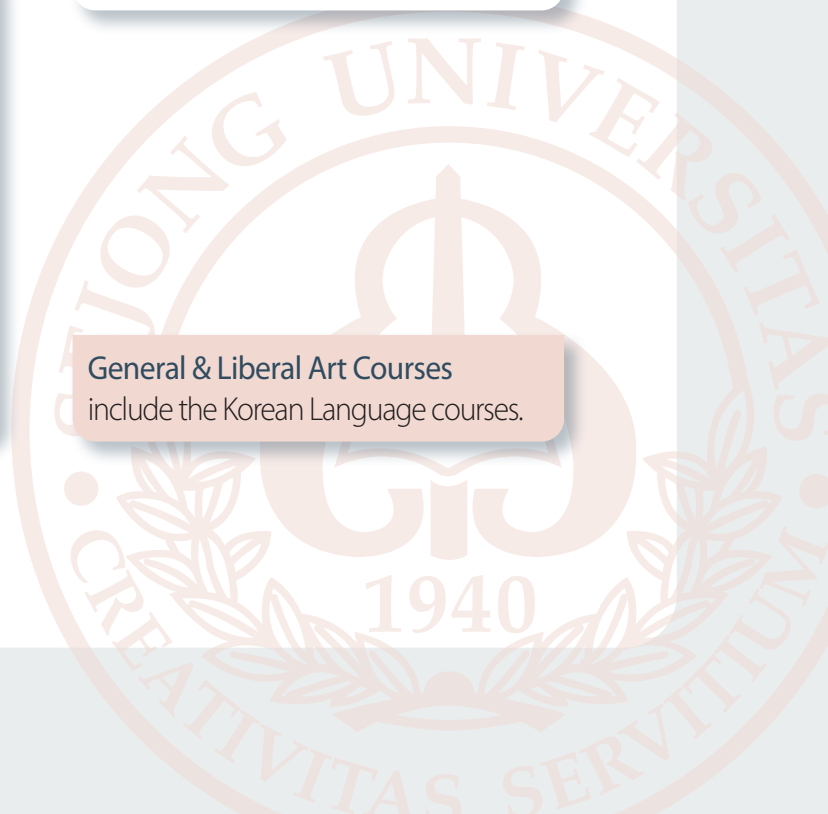
Digital Media and Communication

- History of Media
- Digital Media and Society
- Digital Journalism

Media Content Planning and Production(including K-media)

- Broadcast Content Planning
- Basics in Visual Content Production
- Media and Communication Special Topics 1
- Media and Communication Special Topics 2
- Workshop for Visual 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 complete before enrollment) at least 12 years of formal education, or has completed an entire course secondary education at the time of application;
- A non-Korean national whose parents are BOTH non-Korean nationals; and
- A person who meets at least one of the following language proficiency requirements.

TOEFL	IELTS	New-TEPS
IBT	5.5	326
80		

.. Persons from countries where English is the official language are exempted from language proficiency requirements for admission. However, students should submit appropriate language score to apply for the scholarship.

➔ Tuition fees (provisional)

(Unit: KRW)

Global Business Administration	Admission Fee	Tuition	Preliminary Deposit	Total
	198,000	4,164,000	200,000	4,562,000

.. 1,200 KRW is approximately 1 US Dollar.

➔ Scholarship

Category	Eligibility	Details
First semester Scholarship	Students who satisfy the minimum language test score	30%~80% of tuition for the first semester 30% if student is from a country whose mother tongue is in English language.
GPA Based Scholarship	Students whose GPA of the previous semester is 3.5 or higher and satisfy TOPIK requirements	20%~50% of tuition

Contact Us

General Information	Admission Information
<p>Sejong One Stop Center Tel: 82-2-3408-2620 Fax: 82-2-3408-3813 E-mail: sos@sejong.ac.kr Website: http://eng.sejong.ac.kr Address: (05006) One Stop Center, 2nd Floor, Student Center, Sejong University, 209 Neungdong-ro, Gwangjin-gu, Seoul, Korea</p>	<p>The office of International Admissions Tel: 82-2-3408-3973 Fax: 82-2-3408-3813 E-mail: intadmission@sejong.ac.kr Website: http://eng.sejong.ac.kr Address: (05006) Office of International Admissions, Room #209, Student Center, Sejong University, 209 Neungdong-ro, Gwangjin-gu, Seoul, Korea</p>