

BUDAPEST UNIVERSITY OF ECONOMICS AND BUSINESS

Blended short-term mobility course 2027 **08-12 February 2027**

MARKETING COMMUNICATION IN CREATIVE AND CULTURAL INDUSTRIES THROUGH THE CASE OF HALLYU (THE KOREAN WAVE)

The course will be taught by
DR. ÉVA JUDIT GAJZÁGÓ

Language of the course	English (B2)
Credit value	3 ECTS
Registration fee	FREE of charge for BGE partner universities
Organizer	Faculty of International Business, Department of Tourism and Hospitality
Venue	to be confirmed
Participating level	BA and MA level (not limited to marketing- and communication-related background)
Online component	to be confirmed, (during the previous week of the mobility)

COURSE AIMS:

Hallyu, or the Korean Wave, refers to the global spread of Korean culture. Its success is largely due to the professional marketing strategies and marketing communications of the companies involved. During the course, the students will gain insight into what lies behind this success and what tools and methods Korean companies use in K-pop and the Korean film industry. The course begins with an introduction to the basics of marketing communication, followed by practical examples, after which students are asked to develop a marketing communication plan for a cultural event (such as a concert). The course is open to everyone and does not require any prior knowledge of marketing.

APPLICATION:

Register here! – BGE Short-Term Mobility Course 2027

APPLY BY
15 January 2027



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LEARNING OUTCOMES

By the end of the course, participants will gain knowledge and practice of:

- working in groups
- understanding the importance of culture and different cultures
- gain knowledge in elaborating a marketing communication plan
- gain knowledge about creative and cultural industry (CCI)
- gain knowledge about Hallyu and the marketing of Korean companies in CCI

ASSESSMENT

- presentation at the end of the course
- involvement of a Hallyu expert in the evaluation

PROPOSED STRUCTURE OF THE COURSE

DAY 1: 8th of February, 9:00-16:00 - Introduction, lectures, teamwork

DAY 2: 9th of February, 9:00-16:00 - Presentation of an invited expert

DAY 3: 10th of February, 9:00-16:00 - Lectures, teamwork

DAY 4: 11th of February, 9:00-16:00 - Visiting the Korean Cultural Center

DAY 5: 12th of February, 9:00-16:00 - Presentations of the students

APPLICATION:

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APPLY BY 17 January 2027