

KOR 4692: Korean Industry

This is a Core IMPACTS course that is part of the Humanities area.

Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help students master course content, and support students' broad academic and career goals.

This course should direct students toward a broad Orienting Question:

- How do I interpret the human experience through creative, linguistic, and philosophical works?

Completion of this course should enable students to meet the following Learning Outcome:

- Students will effectively analyze and interpret the meaning, cultural significance, and ethical implications of literary/philosophical texts or of works in the visual/performing arts.

Course content, activities and exercises in this course should help students develop the following Career-Ready Competencies:

- Ethical Reasoning
- Information Literacy
- Intercultural Competence

Instructor: TBA

Classroom: TBA, Yonsei KLI

E-mail: jlee305@gatech.edu (for Jong Lee)

Office Hours: MTWR 12:30PM-12:50PM or By Appointment

Office #: TBA

Class Schedule

1:00PM-2:10/2:20-3:30 PM (70 minutes x 2 sessions, 10-minute break)

Materials

Course Packet: Korean Industry

All materials are also provided online (Canvas.gatech.edu)

Video files related to class topics are provided on Canvas/Media Gallery

Description of the Course

KOR 4692 Korean Industry is an intensive culture course of 3 credits taught during the faculty-led summer program for 8 weeks. It is designed to enhance students' intercultural understanding of Hallyu (Korean cultural wave)-related business, products, and/or services of Korea. Students' understanding will be reflected in their final project of creating digital marketing materials which will introduce and advertise the products or services of Korean business targeting people outside Korea.

Throughout the course, students will be exposed to three categories of K-business: (1) K-Food (traditional, street, dietary supplements, etc.), (2) K-beauty (fashion, cosmetics, accessories, etc.), and (3) K-Entertainment (Korean-pop/Korean-dramas, online games, etc.).

Students will form a team and choose one K-product/service item from each category of the K-business mentioned above and create presentation materials containing essential information about the product or services they deem promising as a marketable to foreign countries.

Near the end of the course each team will pick only one finalized item from the three categories they have tried and create digital marketing contents such as video clips, songs, etc. that would best advertise their chosen item to foreigners or people on the other parts

Final Project

31%

Presentations

Students will choose one item from each of the following three categories and do research and present on it: (1) K-foods (including traditional Korean foods, street foods, herbal medicinal supplements), (2) K-beauty (including cosmetics, clothes, accessories), and (3) K-entertainments (including K-pop, K-dramas, K-games). For the first 2 weeks, students will work on K-Foods, for the next two weeks, they will experience K-beauty, and the next 2 weeks, K-Entertainment. For the successful completion of each presentation, in a team or individually, students may have to visit local stores, markets, and famous areas to find out more about their chosen local products and services. As students prepare for each presentation, they will enhance their understanding and knowledge about the K-business item and think about a potential item as their final project.

Evaluation Criteria for the final project

1. Presentation Length: 5~7 mins.
2. Vocabulary: Accurate usage. (10%)
3. Expressions: Connective endings and styles are correctly used. (25%)
4. Development of Paragraphs/Slides/Digital contents: Coherent development of arguments (20 %)
5. Content Knowledge: The presenter is knowledgeable about the chosen item of presentation (K-food/K-beauty/K-entertainment). (40%)
6. Delivery methods (Powerpoint / Voiceover / Video clips) are properly selected and used to effectively deliver the content. (5%)

Course Website and Other Classroom Management Tools

www.canvas.gatech.edu Links to an external site.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information

on Georgia Tech's Academic Honor Code, please visit
<http://www.catalog.gatech.edu/policies/honor-code/> or
<http://www.catalog.gatech.edu/rules/18/>.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Attendance: <http://www.catalog.gatech.edu/rules/4/Links to an external site.> Students who are absent because of participation in approved Institute activities (such as field trips, professional conferences, and athletic events) will be permitted to make up the work missed during their absences. Approval of such activities will be granted by the Student Academic and Financial Affairs Committee of the Academic Senate, and statements of the approved absence may be obtained from the Office of the Registrar.

Disability Services: Students and prospective students who wish to learn more about accommodations for students with disabilities should contact: Office of Disability Services Suite 221 Smithgall Student Services Building Georgia Institute of Technology Atlanta, Georgia 30332-0285 call 404.894.2563 (voice) or 404.894.1664 (TTY) visit <http://disabilityservices.gatech.eduLinks to an external site.> email dsinfo@gatech.edu. Reasonable accommodations are provided to self-identified students with disabilities who meet the academic and technical standards requisite to admission or participation in the program of study. Consideration may be given to the substitution or modification of certain course requirements as long as such changes do not detract from the quality of the educational experience and the changes remain within the accreditation criteria for the degree program. Such substitutions or modifications must be approved by the school chair, department head, or college dean, and the Undergraduate Curriculum Committee and/or the Graduate Committee.

Day 1 ~ 5: K-Food

[Day 1]

Unit 1 Kimchi & Fermented Food

[Day 2]

Quiz #1 on Unit 1

Unit 2 Street Food / Boonshik (분식)

[Day 3]

Quiz #2 on Unit 2

Unit 3 Chi-Mek (Chicken & Beer) / Fried Chicken

[Day 4]

Quiz #3 on Unit 3

Unit 4 Alcoholic Beverages

[Day 5]

Quiz #4 on Unit 4

Presentation #1 on K-Food (30 second commercial)

Day 6~10: K-Beauty

[Day 6]

Unit 5 Fashion (Dongdaemoon)

[Day 7]

Quiz #5 on Unit 5

Unit 6 Accessories & K-goods

[Day 8]

Quiz #6 on Unit 6

Unit 7 Cosmetics 1 (LG Household & Healthcare, Amore-Pacific, etc.)

[Day 9]

Quiz #7 on Unit 7

Unit 8 Cosmetics 2 (Mens/ Vegans / Korean Traditional Hanbang(한방))

[Day 10]

Quiz #8 on Unit 8

Presentation #2 on K-Beauty (30 second commercial)

Day 11~15: K-Entertainment

[Day 11]

Unit 9 Noraebang (70-80/LP café, etc.)

[Day 12]

Quiz #9 on Unit 9

Unit 10 PC Bang & E-sports

[Day 13]

Quiz #10 on Unit 10

Unit 11 Video-Bang / DVD-Bang / Multi-Bang

[Day 14]

Quiz #11 on Unit 11

Unit 12 Cats' Café/ Book Café/ Study Café/ Doksuh-sil (독서실)

[Day 15]

Quiz #12 on Unit 12

Presentation #3 on K-Entertainment (30 second commercial)

Final Project Preparation

Work on your final project with your team members.

[Day 16]

Final Project (Team Presentation)