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1. (Course Overview)

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2. (Course Schedule)

7	04/20~04/24		
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		- USP , Positioning , ,	ROI
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8	04/27~05/01		Off-Line
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9	05/04~05/08		TLS
		Creative	
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		- Creative	
		- CQ, Creative Hook, (創), Creativity	
10	05/11~05/15		e-learning
			www.tvcf.co.kr / www.facebook.com/AllaboutAD?fref=nf
		Creative Idea	
		가 ,	
		- Creative Idea	
11	05/18~05/22		- Brain Storming, Brainwriting, Synectics, Trigger Session
		e-learning	
		www.tvcf.co.kr /	www.facebook.com/AllaboutAD?fref=nf
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		,	Creative , , ,
12	05/25~05/29		,
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		- Gestalt , ,	
		e-learning	
		www.tvcf.co.kr /	www.facebook.com/AllaboutAD?fref=nf

13	06/01~06/05		
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		e-learning (* :))	Report, 15 , Report 가 : 1 ~4
		* Report	TLS , www.tvcf.co.kr
14	06/08~06/12		
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15	06/15~06/19		
		Creative Solution	' 가 ,
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		e-learning (* :)	Report / www.tvcf.co.kr (hwp) Report 3page (* : lywcy2@kku.ac.kr) / Report 가 : 1 ~4)
		www.tvcf.co.kr / www.adstarsfestival.org	www.facebook.com/Alla- Ad Stars()
16	06/22~06/26		Off-Line
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