

2nd Special Lecture of SKKU Foreign Student Success Story

Positioning and Branding for Foreign Students at SKKU

Positioning
Things to know
as a foreign
student at SKKU
(#Pride
#Identity)

Branding
becoming a
role model as a
foreign student
(# Self-reflection
#Marketing)

14:00–15:00, Dec. 15(Wed.), 2021

Method: Webex # 572 575 814

**Speaker: Hwanil You(Doctoral Program,
Dept. of Korean Language and Literature)**

- Manager of Korean Air, Shenyang Branch, China
- TOMATO FACTORY(Language Education) founding member
- The SMC Influencer, Marketer, China



Course Registration

Kingo Portal Log-in → Challenge Square
→ Extra-curricular Programs
→ Course Registration



Pre-Questions

You can ask questions to the speaker in advance

- ※ On-site Questions are available. We welcome anyone who is interested in the lecture and events.(Log in with your name and student id for the lecture and events.)
- ※ **e-giftcard Event**: Starbucks e-giftcards will be sent to 100 participants who write pre-questions in advance and leave opinions on the satisfaction survey after the lecture.



- **Inquiry** 02-740-1768(Student Success Center)
- **Homepage** success.skku.edu

Special "Review" Event

After the event, **special gift will be given to 10 participants** who add the Student Success Center to their Instagram, Wechat, or Weibo and write reviews. Detailed information will be sent to participants by email.



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SKKU Student Success Center