

Marketing Management

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|--------------------------|--------------------------------------|-----------------------------------|------------------|-------------------|
| Course Name | Course type (credit/hours) | Required course(3/3) | Course code | I105 |
| | Target students Division/major/grade | Business Administration/Sophomore | Opening semester | 2018 2ND SEMESTER |
| | Class time and classroom | Mon D(JH503)Thu D(JH503) | English Grade | A(100%English) |
| Reference to this course | Prerequisite courses | | | |
| | Related basic courses | | | |
| | Recommended concurrent courses | | | |
| | Related advanced courses | | | |

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|--------------------|-----------------------|-----------|---|------------------|--------|
| Instructor | Name (title/division) | | Lee, Seung Hwan(Assistant Professor, Business Administration) | | |
| | Office Room Number | 다산관 418-2 | Office phone Number | 2724 | e-mail |
| | Office hours | | | Homepage address | |
| Teaching Assistant | Name (title/division) | | | | |
| | Office Room Number | | Office phone Number | | e-mail |

1. Introduction

Introduction to the Marketing business function. The purpose of the course is to develop an understanding of how companies use basic marketing frameworks to create value for their stakeholders (e.g., customers, shareholders, and employees). Key marketing concepts and terminology will be presented, enabling you to better understand how marketing decisions are implemented in practice.

2. Course Objectives

be able to define and use common marketing terms in business discussions
 ? have a command of fundamental marketing principles and be able to give examples of how to apply them in business situations
 ? gain an appreciation for the philosophy and process of marketing, and the impact it has on business, society and life in general
 ? be able to analyze how customers make purchase decision and understand how marketing strategies and tactics influence consumer behavior
 ? understand how marketing managers use an integrated marketing mix (Products, Pricing, Place, and Promotions) and manage the resources of the firm to create value and serve customers
 ILO: K1: Students understand basic theoretical knowledge in core areas of Business Administration

<경영학교육인증 교과목 학습성과>

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|----|--|
| K1 | Students understand basic theoretical knowledge in core areas of Business Administration/E-Business. (Basic Knowledge) |
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3. Class types and activities

Traditional Lecture & Team Projects(Presentations included)

4. Teaching Method

☒ lecture
 ☒ discussion and debate

☒ team project(presentation and case studies)
 ☐ experiments(role-playing,etc)

☐ designing and production
 ☐ on-site learning(on-site training)

☐ others

5. Support Systems in Use

☒ AjouBb
 ☐ automatic recording system
 ☐ web-based assignment

☐ cyber lecture
 ☐ online content

☐ class behavior analyzing system
 ☐ others

6. Teaching Tools

| | | |
|---|---|---|
| <input checked="" type="checkbox"/> PBL(Problem Based Learning) | <input type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning) |
| <input type="checkbox"/> UR(Undergraduate Research) | <input type="checkbox"/> FL(Flipped Learning) | <input type="checkbox"/> DSAL(Data Science Active Learning) |
| <input type="checkbox"/> others | | |

7. Knowledge and ability required for taking this course

Fluency in English Listening/writing/speaking

8. Method of Evaluation

| Evaluation Item | The Number of Times | Evaluation Proportion | Remarks |
|-----------------|---------------------|-----------------------|----------------------|
| Attendance | | | |
| midterm exam | | 25% | |
| final exam | | 25% | |
| quiz | | | |
| presentation | | 30% | Team Project Overall |
| discussion | | | |
| homework | | 10% | |
| etc | | 10% | Class Participation |
| study hours | | | |

9. Textbook and supplementary material

| Main/Sub | Title (Web-site) | Writer | Publisher | Publication year |
|----------|-------------------------|-------------------------------|------------------|------------------|
| Main | MKTG 10th Edition | Lamb, Hair, McDaniel | Cengage Learning | |
| Main | Principles of Marketing | Philip Kotler, Gary Armstrong | Pearson | |

10. Class system and Class shedule

< Class Schedule >

* language : K-korean, E-English

| Weeks | Topics | language | Instructor | Teaching Method | Evaluation Method | Matter to be prepared |
|-------|--------------------|----------|-----------------|-----------------|-------------------|-----------------------|
| 2 | Intro to Marketing | | Lee, Seung Hwan | | | |
| 3 | ETHICS & CSR | | Lee, Seung Hwan | | | |
| 4 | Consumer Behavior | | Lee, Seung Hwan | | | |
| 6 | STP | | Lee, Seung Hwan | | | |
| 8 | Market Research | | Lee, Seung Hwan | | | |
| 13 | 4Ps | | Lee, Seung Hwan | | | |
| 15 | Team Projects | | Lee, Seung Hwan | | | |

11. Other items of notification

Mid-term Exams date : 10/20 (Saturday) 10:30 am ~ 12:00 pm
Final Exams date : 12/8 (Saturday) 10:30 am ~ 12:00 pm
(Place will be announced accordingly)