

## Marketing Management

Course Name	Course type (credit/hours)	Required course(3/3)			Course code	I068
	Target students Division/major/grade	Business Administration/Sophomore			Opening semester	2020 2ND SEMESTER
	Class time and classroom	Mon B(DaB106)Thu B(DaB106)			English Grade	
Reference to this course	Prerequisite courses					
	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)		Lee, Seung Hwan(Assistant Professor, Business Administration)			
	Office Room Number	다산관 319-2	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

<경영학교육인증 교과목 학습성과>

K1	
----	--


### 3. Class types and activities

Traditional Lecture, Discussions & Team Projects(Presentations required)

### 4. Teaching Method

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> lecture                                     | <input checked="" type="checkbox"/> discussion and debate   |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc)      |
| <input type="checkbox"/> designing and production                               | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others   |   |

### 5. Support Systems in Use

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> AjouBb               | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture                   | <input type="checkbox"/> online content             |   |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> 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

○

## 8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		25%	오프라인 시험 실시 불가능시 레포트 대체 (온라인으로만 강의 진행시 평가 일부 대체 가능)
final exam		25%	오프라인 시험 실시 불가능시 레포트 대체 (온라인으로만 강의 진행시 평가 일부 대체 가능)
quiz			
presentation		30%	팀 프로젝트 전체 포함 / Team Project Overall (온라인으로만 강의 진행시 평가 일부 대체 가능)
discussion			
homework		10%	(온라인으로만 강의 진행시 평가 일부 대체 가능)
etc		10%	수업 및 토론 참여 / Class Participation (온라인으로만 강의 진행시 평가 일부 대체 가능)
study hours			

## 9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	MKTG	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: Segmentation, Targeting, Positioning		Lee, Seung Hwan			
8	Market Research		Lee, Seung Hwan			
13	4Ps (Product, Place, Promotion, Price)		Lee, Seung Hwan			
15	Team Project Presentations		Lee, Seung Hwan			

11. Other items of notification