



## Korea University International Winter Campus (KU IWC) 2019~2020

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December 27, 2019 ~ January 16, 2020

### IWC205 - Introduction to Marketing

#### I . Instructor

Professor : Tony C. Garrett (PhD)  
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Home Institution : Korea University Business School  
Office : LG-POSCO Business Bldg. # 417  
Office Hours : To be advised

#### II. Textbook

Required Textbook : Kotler, Philip and Armstrong, Gary, Principles of Marketing, (Global Edition) 17th Edition, Pearson Education (earlier and North American editions of this book are acceptable)  
ISBN-9781292220178

Recommended Additional Readings : Additional Readings and examples may be posted throughout the course.  
Readings

#### III. Course Description and Objectives

The objective of this course is to introduce marketing as an important function of the organization. Its focus is to demonstrate marketing's role and importance to the modern organization and the community.

At the end of this course students will achieve the following objectives:

1. To become familiar with the role of marketing within the organization and society.
2. To understand the nature of the environment within which the marketer must effectively operate.
3. To become aware of the range of tools available to the marketer to respond to changes in the environment.
4. Show how marketing can effectively assist the organization in meeting its objectives.

## IV. Grading

Midterm Exam	:	30%	<Assessment Type: Individual>
Final Exam	:	35%	<Assessment Type: Individual>
Group Project	:	30%	<Assessment Type: Group>
Class Participation	:	5%	<Assessment Type: Individual>

### Mid Semester and Final Examinations:

These examinations consist of a combination of multi-choice and short essay questions. The midterm examination will cover material from lectures 1 to 6 inclusive. The final examination will cover material from lectures 8 through 14. It is important to note for the final examination that material from earlier in the semester may be important to revise in order to increase your understanding of the concepts and ideas presented in the latter part of the semester. All material will be covered from class lectures and examples, in-class discussion, the chapters from the text book, and elements of your group project. The examinations will examine not only your knowledge of the material, but also how the theory can be applied in a business sense.

### Group Project and Presentation:

Assessment: 30%

Final report due: **Lecture 13. (Jan 14, 2019)**

Objective: Application of marketing concepts and methods to design a marketing program.  
Your group is to:

*Generate a new product concept and develop a marketing program for the new product that you will introduce to the market.*

The project will be discussed in class in the first few lectures. Brief 15-minute meetings will also be scheduled with the Instructor. This will allow the instructor to provide constructive feedback and also allow the instructor to assist the group with any questions that they may have.

The written report should be no longer than 15 pages (excluding appendices). Standard business reporting style should be used, which includes an executive summary, background, analysis and key recommendations on the marketing tools that should be used for the new product concept.

### Group Work:

A key component of the assignments is group work. The optimal size for the group project is 4 people. Groups will be self-selected. Your group should be formed by lecture 4. If you have difficulty forming a group, please see the instructor as soon as possible. Each group member is expected to contribute equally to the project. Peer evaluation forms are available from the Instructor at the end of the project should you believe that there is a problem with member contributions. Please approach the instructor at the earliest time if there appears to be a problem arising in the project.

## Class Participation

Students are expected to contribute to class discussion. This involves preparing for each lecture by reading the assigned chapter in the textbook and any other assigned additional readings. Think through the topic, think how this relates to the environment which you are familiar, and create your own opinion. The instructor will be calling on each of you to share your ideas with him and the rest of the class. This will form the basis of the class participation mark. Attendance is strongly encouraged, and significant absences will impact the student's participation mark for the course.

## IV. Class Outline

Date	Topic	Chapter	Remarks
Dec 27 (Fri)	Introduction to Marketing	1 & 20	
Dec 28 (Sat)	Company and Marketing Strategy	2	
Dec 30 (Mon)	The Marketing Environment	3	
Dec 31 (Tue)	Managing Marketing Information	4	
Jan 1 (Wed)	<b>New Year's Day (National Holiday, No class)</b>		
Jan 2 (Thu)	Consumer Market Behavior	4	
Jan 3 (Fri)	Business Market Behavior	5	
Jan 6 (Mon)	<b>Midterm Examination</b>	6	
Jan 7 (Tue)	Market Segmentation and Positioning	7	
Jan 8 (Wed)	The Marketing Mix – Product	8	
Jan 9 (Thu)	New Product Development	9	
Jan 10 (Fri)	Pricing	10&11	
Jan 13 (Mon)	Distribution	12 & 13	
Jan 14 (Tue)	Marketing Communications	14 & 15	
Jan 15 (Wed)	New Developments in Marketing	Skim 18 & 19	
Jan 16 (Thu)	<b>Final Examination</b>		