

✦ BIZ3135-01 ( 2ND SEMESTER, 2019 )



Created Date	2019-06-11 20:41:16	Last-Modified	2019-06-11 20:42:08
Course Title	INTERNATIONAL MAKETING	Credit	3
Location	BizH104	Time	Tue7,Thu8,9

Instructor	PARK, YOUNG RYEOL	Department	경영대학 경영학과
Office	Business Building 608	Telephone	02-2123-2529
e-mail & Office Hour			

Core Competencies	
Target Students	junior, senior students
Course Description & Goals	To convey the element of global marketing management as well as marketing in Asia
Prerequisite	None
Course Requirements	Lecture, Case Analysis, Presentation, Project
Grading Policy(Absolute)	Class Participation : 20% Final Exam : 50% Research Project : 30%
Texts & References	Kotabe, Masaaki & Kristian Helsen, International Marketing, Sixth Edition, Wiley, 2015
Instructor's Profile	Professor Young-Ryeol Park
TA's Name & Contact Information	Wonryung Kim 02-2123-2529
Syllabus in English	To convey the element of global marketing management as well as marketing in Asia

Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2019-09-02 2019-09-08	Introduction		(9.2.) Fall semester classes begin (9.5. - 9.9.) Course add and drop period
2	2019-09-09 2019-09-15	Globalization and Global Marketing		(9.5. - 9.9.) Course add and drop period (9.6.) Upon Professor`s approval, class may be replaced by Yon-Kojeon (9.12. - 9.14.) Chuseok Holiday
3	2019-09-16 2019-09-22	Global Business Environment		
4	2019-09-23	Global Business Environment		

	2019-09-29			
5	2019-09-30 2019-10-06	Global Business Environment		(10.1. - 10.4.) Course withdrawal period (10.3.) National Foundation Day
6	2019-10-07 2019-10-13	Global STP		(10.9.) Hangul Proclamation Day (10.10.) First third of the semester ends
7	2019-10-14 2019-10-20	Global Marketing Strategy		
8	2019-10-21 2019-10-27	Global Entry Strategy		(10.21. - 10.25.) Midterm Examinations
9	2019-10-28 2019-11-03	Global Entry Strategy		
10	2019-11-04 2019-11-10	Global Product Strategy		
11	2019-11-11 2019-11-17	Global Price Strategy		(11.15.) Second third of the semester ends
12	2019-11-18 2019-11-24	Global Promotion Strategy		
13	2019-11-25 2019-12-01	Global Place Strategy		
14	2019-12-02 2019-12-08	Global Marketing Management		
15	2019-12-09 2019-12-15	Global Marketing Management		(12.9. - 12.20.) Self-study and Final Examinations
16	2019-12-16 2019-12-22	Final Exam		(12.9. - 12.20.) Self-study and Final Examinations

\* Changes in Management of Academic Semester

During the midterm examinations (2020.10.20. - 10.26.) and final examinations (2020.12.8. - 12.21.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

\* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from the course professor or from the Center for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams:

(However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

