

2023Year 1st Semester Syllabus

Created Date	2023-01-04 10:01:12		Last-Modified	2023-01-04 10:01:35	
Course Title	MARKETING		Course Code-Section	BIZ2120-02	
Credit/Time/ Experiment, Lab, Practical Technique Time	3/Tue2,3,Thu1		Department	Business Administration	
Time	Tue2,3,Thu1		Location	BizH103	
Exam Date & Time	Midterm exam		Final exam		
Class Language	English		Evaluation Type	Absolute evaluation	

Instructor's Profile	Name	Jun Youjung		Telephone	
	Department	DEPARTMENT OF BUSINESS ADMINISTRATION		Mail	YOUJUNGGUN@YONSEI.AC.KR
	Office			Interview information	YOUJUNGGUN@YONSEI.AC.KR

TA's Name & Contact Information	Name		Contact Information	Telephone	
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Course Description Brief Introduction of the Course	<p>Marketing activity is the core of an operating business and customers are the central focus of marketing. The course is designed to introduce students to the fundamental concepts of marketing and to provide them with tools and frameworks for (i) understanding customers, (ii) designing value for customers, and (iii) delivering value to customers. Products and services (Product) distributed through channels (Place) are the main vehicles to deliver value to customers. Pricing strategies (Price) and promotion and advertising (Promotion) help firms capture value. Therefore, we will cover the 4 P's of marketing throughout the course, thus leading to an integrated marketing strategy.</p> <p>Please see the syllabus distributed on the FIRST day of class.</p>				
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Course Goals	1.	Korean	마케팅 분야의 기초과목으로, 현대경영에 있어서의 마케팅 기능을 살펴본다.	40%
		English	This course emphasizes both quantitative and qualitative analysis.	
	2.	Korean	시장과 고객에 대한 분석과 마케팅 목표의 달성을 위한 마케팅 믹스(제품, 가격, 유통, 촉진)전략의 수립	30%
		English	Qualitative analysis is important because marketing is, ultimately, about the behavior of people - consumers, competitors, partners that is sometimes difficult to capture in quantitative terms.	
	3.	Korean	마케팅 과정의 전반을 다룬다.	30%
		English	Quantitative analysis is also invaluable for estimating the impact of marketing decisions on customers and firm profits. It is important to balance both kinds of analysis when you justify the marketing decisions you will make in class discussion and assignments.	
	4.	Korean		0%
		English		
	5.	Korean		0%
		English		

Core Competencies	The total measurable competencies must be 100%. Each course objective should set the competency as 25%. The core and major competencies should equal at least 50%.						
	학업기초능력	50%	창의적사고	30%	소통능력	20%	
Sub-Competencies/Learning Unit1							
Sub-Competencies/Learning Unit2							
Sub-Competencies/Learning Unit3							
Core Competencies(Liberal Arts)/Major competency(Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).						
Sustainable Development Goals							
Average Recommended Amount of Learning per	Average Reading Volume			Average amount of writing(Based on A4)			
Course Methods (%) Total Amount 100	Lecture	Practice Training	Presentation	Dabate	Team Project		
	20%	20%	20%	20%	20%		
Course Methods 2 Select Relevant Items	PBL Subject	Capstone Design	CBL, Social Innovation Course	Flipped Classroom	Work Experience,Internsh		
Grading Policy(%) Total Amount 100 Free Input for Other Information	Midterm exam	Final exam	Quiz	Individual Assignment	Team Assignment	Attendance	Others
	0%	0%	0%	0%	0%	0%	100%
Assignment/ Report, Project Guide	Title of Assignment/Project Name, and Method of Filling Out		Submission Deadline	Type of Submission and Method			
Prerequisite			Online Course Address				
Course Material	Course Material Name	Author	Publisher	Publish Year	ISBN		
Main Learner Precautions							
Attachment							

Weekly Plan

week	Period	Weekly Topic & Contents	Remarks
1	2023-03-02 2023-03-08		(3.2.) Spring semester classes begin (3.6. - 3.8.) Course add and drop period
2	2023-03-09 2023-03-15		
3	2023-03-16 2023-03-22		
4	2023-03-23 2023-03-29		
5	2023-03-30 2023-04-05		
6	2023-04-06 2023-04-12		(4.7.) First third of the semester ends
7	2023-04-13 2023-04-19		
8	2023-04-20 2023-04-26		(4.20. - 4.26.) Midterm Examinations
9	2023-04-27 2023-05-03		(4.27. - 5.1.) Course withdrawal period (5.2. - 5.4.) Application period for S/U evaluation
10	2023-05-04 2023-05-10		(5.2. - 5.4.) Application period for S/U evaluation (5.5.) Children's day 05.05 어린이날
11	2023-05-11 2023-05-17		(5.15.) Second third of the semester ends
12	2023-05-18 2023-05-24		
13	2023-05-25 2023-05-31		(5.27.) The day of Buddha's coming 05.27 부처님오신날
14	2023-06-01 2023-06-07		(6.6.) Memorial day 06.06 현충일
15	2023-06-08 2023-06-14		(6.8. - 6.14.) Self-study
16	2023-06-15 2023-06-21		(6.15. - 6.21.) Final Examinations

- Students with disabilities(SWDs) can request accommodations related to lectures, assignments, or tests by contacting the course professor at the beginning of semester.
(However, accommodations may vary depending on the essentiality of lecture and discretion of professors.)

[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
[Assignments and Test]
- Visual/Physical/Hearing Impairment: (reasonable) extra days for submission, alternative type of assignment, extended test time, alternative type of test, arranging separate test room, and proctors, test ghostwriter
- Intellectual Disability/Autism: (reasonable) extra days for submission, alternative type of assignment