

Marketing

CREDIT	3	INSTRUCTOR	Ji Kyung Park
OFFICE		OFFICE HOURS	By appointment
TIME	11:00-12:40	CLASSROOM LOCATION	TBA
E-MAIL	jjipark@udel.edu		

[COURSE INFORMATION]

COURSE DESCRIPTION & GOALS	<p>This course offers an introduction to marketing. The main objectives of the course are to:</p> <ul style="list-style-type: none"> ▪ Introduce key concepts in marketing. ▪ Become conversational in marketing. ▪ Understand how firms employ various marketing strategies. <p>Provide tools/methods to make decisions in complex marketing situations.</p>
PREREQUISITE	None.
COURSE REQUIREMENTS	<p><u>Class Participation</u></p> <p>Students are required to attend <i>all</i> classes and to be on time. All students are expected to do the assigned readings before class and to participate in class discussions. Class participation points will be based on attendance and contribution to class discussions.</p> <p><u>Live Case</u></p> <p>Students will individually present one recent business news article that illustrates different marketing concepts that they choose in the first week. Each student will have 4 min. to tell the class about the news and how it illustrates the concept. <u>Students must upload the presentation slides (a maximum of 4 pages excluding the title page) on LearnUs by 9am on the day of presentation. Students will be graded according to the following rubric:</u></p> <p>3: full understanding of the concept and a perfect illustration of it using the business example</p> <p>2: a good understanding of the concept, but unclear as to how the example illustrates the concept</p> <p>1: just a basic understanding of the concept/a weak connection of the example to the concept</p> <p>0: no presentation</p>

	<p><u>Mini Project</u> Mini projects include all individual and group assignments. They are designed to provide a deeper understanding of the terms and concepts that students will learn from the text and lectures.</p> <p><u>Exams</u> Two exams will be administered for this class. They will consist of multiple-choice and/or short essay questions taken from the material covered in class or assigned readings. Students are responsible for the information in the required chapters, whether or not it is explicitly covered in class. Each exam will cover all material previously discussed in class, as well as all reading assignments (i.e., the textbook, class notes and other supplementary reading materials). The exams are closed book, and notes are not permitted. To help students prepare for the exams, sample questions will be provided and discussed the week before the exam.</p>												
<p>GRADING POLICY</p>	<p>All final grades will be determined by using the scale below. Grade adjustments for individual exams will not be made for any reason.</p> <p>Course points will be allocated as follows:</p> <table data-bbox="539 981 1157 1254"> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td>Live Case Presentation</td> <td>5%</td> </tr> <tr> <td>Mini Project</td> <td>35%</td> </tr> <tr> <td>Midterm Exam</td> <td>25%</td> </tr> <tr> <td><u>Final Exam</u></td> <td><u>25%</u></td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Class Participation	10%	Live Case Presentation	5%	Mini Project	35%	Midterm Exam	25%	<u>Final Exam</u>	<u>25%</u>	Total	100%
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<p>TEXTS & REFERENCES</p>	<p>Marketing: The core; Roger A. Kerin, Steven W. Hartley and William Rudelius, 9th edition, McGraw-Hill/Irwin.</p> <p>You can purchase the textbook online (www.amazon.com). Please note that the textbook may not be available at Yonsei Bookstore on campus. Also, the hard copy may not be available in offline bookstores in Korea.</p>												
<p>INSTRUCTOR'S PROFILE</p>	<p>Ji Kyung Park is an associate professor of marketing at the University of Delaware in the US. She received a B.A. in English Literature (minor in Business Administration) at Ewha Womans University (Seoul, Korea), an MBA at Yonsei University (Seoul, Korea), an M.A. in Statistics at Columbia University, and a Ph.D. in Marketing at the University of Minnesota. Prior to her academic career in marketing, Dr. Park worked for the brand consulting firm, Interbrand, as a researcher.</p> <p>Her primary research focuses on how various aspects of the self influence consumers' consumption behavior and explain the multi-facets of marketing phenomena, by drawing upon research in areas such as implicit self-theory, self-affirmation, self-esteem, and social identity.</p> <p>Her teaching areas of interest include: principles of marketing; consumer behavior; and brand management.</p>												

[WEEKLY SCHEDULE]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
1	June 27: <ul style="list-style-type: none"> Welcome/Syllabus/Introduction June 28: <ul style="list-style-type: none"> Marketing Strategy Scanning the Marketing Environment June 29: <ul style="list-style-type: none"> In-class Group Task 	June 27: Ch1 June 28: Ch2 & 3 June 29: Appendix A	
2	July 3 & 4: (Live Case) <ul style="list-style-type: none"> Consumer Behavior July 5: (Live Case) <ul style="list-style-type: none"> Global Consumer Behavior Global Market-Entry Strategies July 6: <ul style="list-style-type: none"> Marketing Plan I 	July 3 & 4: Ch4 July 5: Ch6	
3	July 10: (Live Case) <ul style="list-style-type: none"> Marketing Research July 11: (Live Case) <ul style="list-style-type: none"> Segmentation, Targeting, and Positioning July 12: (Live Case) <ul style="list-style-type: none"> New Product Development July 13: <ul style="list-style-type: none"> Marketing Plan II 	July 10: Ch7 July 11: Ch8 July 12: Ch9	
4	July 17: Midterm Exam July 18: (Live Case) <ul style="list-style-type: none"> Product/Brand Management July 19: (Live Case) <ul style="list-style-type: none"> Pricing July 20: <ul style="list-style-type: none"> Marketing Plan III 	July 18: Ch10 July 19: Ch11	
5	July 24: (Live Case) <ul style="list-style-type: none"> Channels July 25: (Live Case) <ul style="list-style-type: none"> Promotion Cooperate Social Responsibility July 26: <ul style="list-style-type: none"> Marketing Plan IV July 27: <ul style="list-style-type: none"> Group Project Discussion 	July 24: Ch12, 13 July 25: Ch14, 15, 16, & Ch3	
6	July 31: Final Exam August 1: <ul style="list-style-type: none"> Final Presentation August 2: <ul style="list-style-type: none"> Final Presentation August 3: <ul style="list-style-type: none"> Final Presentation 		