

## Syllabus

 Search

IEE2060-01 ( 1ST SEMESTER, 2020 )



Created Date	2020-01-15 18:13:42	Last-Modified	2020-01-15 18:13:42
Course Title	PRINCIPLES OF MARKETING	Credit	3
Location	NMH104	Time	Mon1,2,3
Instructor	KIM KYUNGHEE	Department	국제처
Office		Telephone	
e-mail & Office Hour			

Target Students	undergraduate
Course Description & Goals	<p>This course introduces students to key marketing concepts, theory, and practices. Students are expected to master conceptual frameworks and develop their skills in marketing analysis and planning through a combination of readings and case discussion. As the course exposes students to various issues in marketing, it is helpful not only for those interested in pursuing managerial careers in marketing, but also for those who want to study other marketing disciplines such as Business-to-Business marketing, Marketing Strategy, International marketing, and others.</p> <p>Course Objectives          This course aims to</p> <ul style="list-style-type: none"> <li>* introduce students to the fundamental principles of marketing</li> <li>* develop the capacity of analyzing overall business strategy and marketing decisions</li> <li>* develop the ability to apply marketing theory to actual situations</li> <li>* build foundations for relevant academic disciplines</li> </ul>
Prerequisite	none
Course Requirements	none
Grading Policy(Absolute)	Exam 75% Quizzes 10% Class participation (homework/ presentation) 15%
Texts & References	Philip Kotler & Gary Armstrong, "Principles of Marketing", 16th

		edition		
Instructor's Profile		n		
TA's Name & Contact Information		n		
Syllabus in English		as follows		
Week	Period	Weekly Topic & Contents	Course Material Range & Assignments	Reference
1	2020-03-02 2020-03-08	Introduction to the subject area Learning outcomes for the course		(3.2.) Spring semester classes begin (3.5. - 3.9.) Course add and drop period
2	2020-03-09 2020-03-15	Definitions of marketing A brief history of marketing Core marketing concepts	Chap. 1	(3.5. - 3.9.) Course add and drop period
3	2020-03-16 2020-03-22	Company and marketing strategy	Chap. 2	
4	2020-03-23 2020-03-29	Types of environment Stakeholders	Chap. 3	
5	2020-03-30 2020-04-05	Factors influencing consumer buying behavior Types of buying decision behavior The buyer decision process	Chap. 5	(4.1. - 4.3.) Course withdrawal period
6	2020-04-06 2020-04-12	Characteristics of business markets Types of buying situations Major influences on industrial buyers Industrial buying process	Chap. 6	
7	2020-04-13 2020-04-19	Different segmentation variables Questions to market segmentation Which segment the company targets Differentiation and positioning	Chap. 7	(4.15.) Temporary holiday
8	2020-04-20 2020-04-26	mid-term exam		(4.20. - 4.24.) Midterm Examinations
9	2020-04-27 2020-05-03	Customer relationship marketing Customer value, satisfaction, and loyalty Merits and demerits of database marketing	Chap. 3, 4	(4.30.) Buddha`s Birthday
10	2020-05-04 2020-05-10	Brand equity Building brand equity Managing brand equity	Chap. 8	(5.5.) Children`s Day
11	2020-05-11 2020-05-17	Product classifications Product innovation Product life cycle strategy	Chap. 8	(5.15.) Second third of the semester ends
12	2020-05-18 2020-05-24	Define pricing Pricing strategies Factors affecting pricing decisions	Chap. 10, 11	

13	2020-05-25 2020-05-31	Advertising Sales promotions Events and experiences Public relations	Chap. 14/15	
14	2020-06-01 2020-06-07	The role of marketing channels Distribution channel design Distribution channel management Channel integration	Chap. 12/13	(6.6.) Memorial Day
15	2020-06-08 2020-06-04	Benefits of direct marketing Forms of direct marketing Online Marketing	Chap. 17	(6.8. - 6.19.) Self-study and Final Examinations
16	2020-06-15 2020-06-21	Final exam		(6.8. - 6.19.) Self-study and Final Examinations

\* Notice for changes in semester based Regular Exchange/Visiting Program

During midterm and final exam period, students who do not have exams should do self-studying or take lectures.

\* 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 Office 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

