

## 2023Year 2nd Semester Syllabus

Created Date	2023-07-20 11:35:23		Last-Modified	2023-07-20 11:43:14
Course Title	PRINCIPLES OF MARKETING		Course Code-Section	IEE2060-01
Credit/Time/ Experiment, Lab, Practical Technique Time	3/Mon7,8,9		Department	Undergraduate
Time	Mon7,8,9		Location	NMH104
Exam Date & Time	Midterm exam		Final exam	
Class Language	English		Evaluation Type	Absolute evaluation

Instructor's Profile	Name	Kim Kyunghee	Contact Information	Telephone	
	Department	국제처		Mail	KHEE0801@NAVER.COM
	Office			Interview information	

TA's Name & Contact Information	Name		Contact Information	Telephone	
---------------------------------	------	--	---------------------	-----------	--

Course Description Brief Introduction of the Course	<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>			
--	--	--	--	--

Course Goals	1.	Korean	학생들이 마케팅의 기본개념과 이론에 대해 이해할 수 있도록 한다.	30%
		English	To help students understand the basic concepts and theories of marketing.	
	2.	Korean	학생들이 마케팅 전략을 수립하고 구현하는 방법을 학습한다.	40%
		English	To teach students how to develop and implement marketing strategies.	
	3.	Korean	학생들이 마케팅 조사를 수행하고 이를 적용하는 방법을 학습한다.	30%
		English	To educate students on how to conduct marketing research and apply it to their work.	
	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%.								
Sub-Competencies/Learning Unit1									
Sub-Competencies/Learning Unit2									
Sub-Competencies/Learning Unit3									
Core Competencies(Liberal Arts)Major competency(	<b>Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).</b>								
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				
	30%	0%	20%	30%	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		
	20%	30%	20%	10%	20%	0%	0%		
Assignment/ Report, Project Guide	Title of Assignment/Project Name, and Method of Filling Out			Submission Deadline	Type of Submission and Method				
Prerequisite	none			Online Course Address					
Course Material	Course Material Name	Author	Publisher	Publish Year	ISBN				
Main Learner Precautions	undergraduate								

Attachment	
------------	--

### Weekly Plan

week	Period	Weekly Topic & Contents	Remarks
1	2023-09-01 2023-09-07	Introduction to the subject area Learning outcomes for the course	(9.1.) Fall semester classes begin (9.5. - 9.7.) Course add and drop period
2	2023-09-08 2023-09-14	Definitions of marketing A brief history of marketing Core marketing concepts	
3	2023-09-15 2023-09-21	Company and marketing strategy	
4	2023-09-22 2023-09-28	Types of environment Stakeholders	09.28 추석
5	2023-09-29 2023-10-05	Factors influencing consumer buying behavior Types of buying decision behavior The buyer decision process	(9.28. - 9.30.) 추석연휴 (10.3.) National Foundation Day 09.29 추석, 09.30 추석, 10.03 개천절
6	2023-10-06 2023-10-12	Characteristics of business markets Types of buying situations Major influences on industrial buyers Industrial buying process	(10.8.) First third of the semester ends (10.9.) Hangul Proclamation Day 10.09 한글날
7	2023-10-13 2023-10-19	Different segmentation variables Questions to market segmentation Which segment the company targets Differentiation and positioning	
8	2023-10-20 2023-10-26	mid-term exam	(10.20. - 10.26.) Midterm Examinations
9	2023-10-27 2023-11-02	Customer relationship marketing Customer value, satisfaction, and loyalty Merits and demerits of database marketing	(10.27. - 10.31.) Course withdrawal period (11.1. - 11.3.) Application Period for S/U evaluation
10	2023-11-03 2023-11-09	Brand equity Building brand equity Managing brand equity	
11	2023-11-10 2023-11-16	Product classifications Product innovation Product life cycle strategy	(11.14.) Second third of the semester ends
12	2023-11-17 2023-11-23	Define pricing Pricing strategies Factors affecting pricing decisions	
13	2023-11-24 2023-11-30	Advertising Sales promotions Events and experiences Public relations	
14	2023-12-01 2023-12-07	The role of marketing channels Distribution channel design Distribution channel management Channel integration	
15	2023-12-08 2023-12-14	Marketing Plan submission	(12.8. - 12.14.) Self-study
16	2023-12-15 2023-12-21		(12.15. - 12.21.) 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