

## Marketing Management

Course Name	Course type (credit/hours)	전필 (3/3)			Course code	1018
	Target students Division/major/grade	/			Opening semester	2017 1ST SEMESTER
	Class time and classroom	Mon D(Da506) Thu D(Da506)			English Grade	A(100%English)
Reference to this course	Prerequisite courses					
	Related basic courses					
	Recommanded concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	
	Office hours			Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

### 1. Introduction

Introduction to the Marketing business function. The purpose of the course is to develop an understanding of how companies use basic marketing frameworks to create value for their stakeholders (e.g., customers, shareholders, and employees). Key marketing concepts and terminology will be presented, enabling you to better understand how marketing decisions are implemented in practice.

### 2. Course Objectives

- ? be able to define and use common marketing terms in business discussions
- ? have a command of fundamental marketing principles and be able to give examples of how to apply them in business situations
- ? gain an appreciation for the philosophy and process of marketing, and the impact it has on business, society and life in general
- ? be able to analyze how customers make purchase decision and understand how marketing strategies and tactics influence consumer behavior
- ? understand how marketing managers use an integrated marketing mix (Products, Pricing, Place, and Promotions) and manage the resources of the firm to create value and serve customers

### 3. Class types and activities

Traditional Lecture & Team Projects(Presentations included)

### 4. Teaching Method

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> lecture                                     | <input checked="" type="checkbox"/> discussion and debate   |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc)      |
| <input type="checkbox"/> designing and production                               | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others   |   |

### 5. Support Systems in Use

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> e-class              | <input type="checkbox"/> automatic recording system                                   | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture                   | <input type="checkbox"/> blended learning(combination of online and offline teaching) |   |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others   |   |

### 6. Teaching Tools

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> PBL(Problem Based Learning) | <input type="checkbox"/> CBL(Case Based Learning) |
| <input type="checkbox"/> TBL(Team Based Learning)               | <input type="checkbox"/> others                   |

### 7. Knowledge and ability required for taking this course

## 8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			
study hours			

## 9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
No Data				

## 10. Class system and Class shedule

### < Class Schedule >

\* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
No Data						

11. Other items of notification

--