

Marketing Management

Course Name	Course section (credit/hours)		Required course(3/3)		course code	I033
	course item				course component	
	Target students Division/major/grade				opening semester	2021 1ST SEMESTER
	Class time and classroom		Mon B(Da111)Thu B(Da111)		English Grade	A(100%English)
Reference to this course	Credit compositon		Theory(3) + Design(0) + Practice(0)			
	Prerequisite courses					
	Related basic courses					
	Recomanded concurrent courses					
	Related advanced course					
Instructor	Name (title/division)		Lee, Seung Hwan(Assistant Professor, Business Administration)			
	Office Room Number	다산관 319-2	Extension Number	2724	e-mail	slee33@ajou.ac.kr
	Office hour			Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Course 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 & course outcome

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, Discussions & Team Projects(Presentations required)

A mixture of Recorded Lectures + Realtime online classes

4. Teaching Method

☒ lecture

☒ discussion and debate

☒ team project(presentation and case studies)

☐ experiments(role-playing,etc)

☐ designing and production

☐ on-site learning(on-site training)

☐ others

5. Support Systems in Use

☒ AjouBb

☐ automatic recording system

☐ web-based assignment

☐ cyber lecture

☐ online content

☐ class behavior analyzing system

☐ others

6. Teaching Tools

☒ PBL(Problem Based Learning)

☐ CBL(Case Based Learning)

☐ TBL(Team Based Learning)

☐ UR(Undergraduate Research)

☐ FL(Flipped Learning)

☐ DSAL(Data Scienced Active Learning)

☐ others

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		25%	possible substitute for report or online exam will be discussed
final exam		25%	possible substitute for report or online exam will be discussed
quiz			

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
presentation		30%	팀 프로젝트 전체 포함 / Team Project Overall
discussion			
homework		10%	
etc		10%	수업 및 토론 참여 / Class Participation
study hours			

8. Textbook and Reference material

Main/Sub	Title	Writer	Publisher	Publication year
Main	MKTG	Lamb, Hair, McDaniel	Cengage Learning	
Main	Principles of Marketing	Philip Kotler, Gary Armstrong	Pearson	

9. Class system and Class shedule

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< Schedule >

* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
2	Intro to Marketing		3				
3	ETHICS & CSR		3				
4	Consumer Behavior		3				
6	STP: Segmentation, Targeting, Positioning		3				
8	Market Research		3				
13	4Ps (Product, Place, Promotion, Price)		3				
15	Team Project Presentations		3				

10. Contribution index of the course for attaining ABEEK program outcomes

course outcome	contribution scale
No Data	

11. Analysis of improved matters for the previous semester

13. Reference items