



Ewha International Summer College

Course Syllabus

[MARKETING STRATEGY]

Professor:	[Iksuk Kim]
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Home Univ.:	[California State University Los Angeles]
Dept.:	[Marketing]

Description:	The course emphasizes marketing planning, control, implementing and data based decision-making. Subjects include customer analysis, segmentation, product development, pricing, promotion, marketing strategy, and distribution.
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Objective:	By the conclusion of this course, students are able to: <ul style="list-style-type: none"> • define Marketing Principles • define the nature and types of marketing tasks and decisions within a firm. • analyze marketing problems and opportunities. • demonstrate various possible solutions for the given marketing environment.
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Textbook::	Winer and Dhar, Marketing Management, 4 th ed., Pearson Publishing (ISBN 0136074898)
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Credits	Contact Hours	
Week 1	6/25(Thu)	Orientation
Week 2	6/29(Mon)	Marketing and the Job of the Marketing Manager (Ch1)
	6/30(Tue)	A Strategic Marketing Framework (Ch2)
	7/1(Wed)	Market Structure and Competitor Analysis (Ch6)
	7/2(Thu)	Quiz
Week 3	7/6(Mon)	Customer Review (Ch4)
	7/7(Tue)	Product Review (Ch7)
	7/8(Wed)	New Product Development (Ch8)
	7/9(Thu)	Mid Term
Week 4	7/13(Mon)	Price Review (Ch9)
	7/14(Tue)	Promotion Review (Ch11)
	7/15(Wed)	Place Review (Ch12) Service (Ch15)
	7/16(Thu)	Final
Week 5	7/20(Mon)	Presentation 1
	7/21(Tue)	Presentation 2

Evaluation(%)	Midterm	Final	Attendance	Assignments	Quiz	Etc.
	25	25	20	20	10	