



## Ewha International Summer College

# Course Syllabus

## [Principles of Marketing]

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<b>Home Univ.:</b>	[California State University Los Angeles]
<b>Dept.:</b>	[Marketing]

<b>Description:</b>	This course provides you with a broad introduction to marketing concepts, the role of marketing in society and in a firm, and the various factors that influence marketing decision making.
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<b>Objective:</b>	<p>By the conclusion of this course, students are able to:</p> <ul style="list-style-type: none"> <li>• understand the theory, “language of marketing”</li> <li>• understand the concepts surrounding a marketplace, and the microenvironment and macro environment factors affecting marketing.</li> <li>• conceptually understand a Customer-Driven or Customer Relationship Marketing Strategy.</li> </ul>
<b>Textbook::</b>	<b>Marketing: the core, 6<sup>th</sup> ed. Or 7<sup>th</sup> ed. Kerin, Hartley and Rudelius. McGraw-Hill Publishing Company</b>

Credits	Contact Hours	
Week 1	6/25(Thu)	Orientation
Week 2	6/29(Mon)	Introduction and Marketing Environment
	6/30(Tue)	Consumer Behavior
	7/1(Wed)	Market Segments and Targets
	7/2(Thu)	<b>Quiz</b>
Week 3	7/6(Mon)	Products , Product Life Cycle
	7/7(Tue)	Service and Brand Management
	7/8(Wed)	Pricing
	7/9(Thu)	<b>Mid Term</b>
Week 4	7/13(Mon)	Marketing Channels
	7/14(Tue)	Advertising & Promotion
	7/15(Wed)	Global Marketing
	7/16(Thu)	<b>Final Test</b>
Week 5	7/20(Mon)	Presentation 1
	7/21(Tue)	Presentation 2

Evaluation(%)	Midterm	Final	Attendance	Assignments	Quiz	Etc.
	<b>25</b>	<b>25</b>	<b>20</b>	<b>20</b>	<b>10</b>	