

Syllabus (2022-Summer)

Course Title	MARKETING MANAGEMENT	Course No.	
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name IKSUK KIM	Department	
	E-mail iksukkimseoul@gmail.com	Phone	
Office Hours Office Location			

I. Course Overview

1. Course Description

This course provides students with a decision-oriented overview of marketing management in modern organization. This course also 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. It provides you key frameworks and tools for analyzing customers, competition, and marketing strengths and weakness. This course will help you develop insights about creative selection of target markets and blending marketing decisions related to product, place, promotion, and price to meet the needs and wants of a target market

2. Prerequisites (No)

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
85%	15%			

4. Course Objectives

1) To understand the theory, “language of marketing” (i.e., terms, concepts, and frameworks) and purpose of marketing and its relationship to the everyday lives of consumers, businesses and organizations. 2) To understand the concepts surrounding a marketplace, and the microenvironment and macro environment factors affecting marketing. 3) To conceptually understand a Customer-Driven or Customer Relationship Marketing Strategy.

5. Evaluation Systems

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
35%	45%	10%				10%	

II. Course Materials and Additional Readings

1. Required Materials

Marketing: the core, 8th ed. Or 7th ed. Kerin and Hartley. McGraw-Hill Publishing Company
 (ISBN13: 9781260711455)

2. Supplementary Materials (No) 3. Optional Additional Readings (No)

III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/30)	Course Introduction
Day 2	(7/4)	What is Marketing? (Ch1)
Day 3	(7/5)	Marketing Environment (Ch3)
Day 4	(7/6)	Global Marketing (Ch6)
Day 5	(7/7)	Weekly Review and Quiz 1
Day 6	(7/11)	Consumer Behavior (Ch4)
Day 7	(7/12)	Market Segments and Targets (Ch8)
Day 8	(7/13)	Products , Product Life Cycle (Ch10)
Day 9	(7/14)	Mid Term
Day 10	(7/18)	Service and Brand Management (Ch10)
Day 11	(7/19)	Pricing (Ch11)
Day 12	(7/20)	Marketing Channels (Ch12)
Day 13	(7/21)	Weekly Review and Quiz 2
Day 14	(7/25)	Advertising & Promotion (Ch15)
Day 15	(7/26)	Final Test
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	

IV. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> . Visual impairment: braille, enlarged reading materials . Hearing impairment: note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> . Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment: written examination instead of oral examination . Physical impairment: longer examination hours, note-taking assistant

-Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.