

Syllabus (2022-Summer)

Course Title	MARKETING STRATEGY	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

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.

2. Prerequisites

Marketing Management (Ewha University) or any basic Marketing Introduction course.

3. Course Format

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

4. Course Objectives

By the conclusion of this course, students are able to:

- 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.

5. Evaluation Systems

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

Midterm Exam	Final Exam	Quiz	Presentation	Projects	Assignments	Participation	Others
25%	25%	10%	10%	15%		15%	

II. Course Materials and Additional Readings

1. Required Materials

Winer and Dhar, Marketing Management, 4th ed., Pearson Publishing (ISBN 0136074898)

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)	Marketing and the Job of the Marketing Manager (Ch1)
Day 3	(7/5)	A Strategic Marketing Framework (MM Ch2)
Day 4	(7/6)	Market Structure and Competitor Analysis (MM Ch6)
Day 5	(7/7)	Marketing Plan-1 and Quiz
Day 6	(7/11)	Customer Review (MM Ch4)
Day 7	(7/12)	Product Review (MM Ch7)
Day 8	(7/13)	New Product Development (MM Ch8)
Day 9	(7/14)	Marketing Plan-2 and Mid Term
Day 10	(7/18)	Price Review (MM Ch9)
Day 11	(7/19)	Promotion Review (MM Ch11)
Day 12	(7/20)	Place Review (MM Ch12) Service Market (MM Ch15)
Day 13	(7/21)	Marketing Plan-3 and Final Test
Day 14	(7/25)	Presentation 1
Day 15	(7/26)	Presentation 2
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 	<ul style="list-style-type: none"> 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.