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| **Faculty Information** | **Name** | | Jakeun Koo | | | | | |
| **E-mail** | | jakekoo@hanyang.ac.kr | | | | | |
| **Home University** | | Hanyang University ERICA | | | | | |
| **Department** | | Department of Business Administration | | | | | |
| **Homepage** | |  | | | | | |
| **Course Information** | **Class No.** | |  | **Course Code** | APS2009 | | **Credits** | 3 |
| **Course Name** | | Introduction to Marketing | | | | | |
| **Lecture Schedule** | | Mon-Fri / 9:00 ~ 15:00 | | | | | |
| **Course Description** | | Marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors discussed as they affect marketing decisions. | | | | | |
| **Course Objective** | | The objective of this course is to introduce students to marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors discussed as they affect marketing decisions. Students will:  • demonstrate knowledge of basic marketing concepts.  • understand the basic role and operation of marketing within individual firms, as well as within the U.S. and global economies.  • be able to develop strategic and tactical plans consistent with your analysis.  • understand the social and ethical responsibilities of marketers and be aware of marketing issues relating to diversity, technology, and the environment. | | | | | |
| **Prerequisite** | |  | | | | | |
| **Materials/Textbooks** | | Marketing, 21st Edition, Cengage  Authors: O. C. Ferrell & William M. Pride  ISBN: 9780357984260 | | | | | |
| **Evaluation** | **Attendance** | | 10% | **Quiz** | | % | | |
| **Assignment** | | 30% | **Mid-term Exam** | | 30% | | |
| **Presentation** | | % | **Final Exam** | | 30% | | |
| **Group Project** | | % | **Participation** | | % | | |
| **Etc.** | | **Evaluation Item** | | | **Ratio** | | |
|  | | | % | | |
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| **Daily**  **Lecture Plan** | **Day 1** | Course Introduction  Ch. 1. An Overview of Strategic Marketing | | | | | | |
| **Day 2** | Ch. 2. Planning, Implementing, & Evaluating Marketing Strategies  Ch. 3. The Marketing Environment  Ch. 4. Social Responsibility & Ethics in Marketing | | | | | | |
| **Day 3** | Ch. 5. Marketing Research & Information Systems  Ch. 6. Target Markets Segmentation & Evaluation  Ch. 7. Consumer Buying Behavior | | | | | | |
| **Day 4** | Ch. 11. Product Concepts, Branding and Packaging  Review for Mid-term Exam | | | | | | |
| **Day 5** | Mid-term Exam | | | | | | |
| **Day 6** | Ch. 12. Developing & Managing Products  Ch. 13. Services Marketing | | | | | | |
| **Day 7** | Ch. 14. Marketing Channels & Supply-Chain Management  Ch. 16. Integrated Marketing Communications | | | | | | |
| **Day 8** | Ch. 17. Advertising and Public Relations  Ch. 18. Personal Selling and Sales Promotion | | | | | | |
| **Day 9** | Final Exam | | | | | | |