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| **Faculty Information** | **Name** | Jakeun Koo |
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| **Home University** | Hanyang University ERICA |
| **Department** | Department of Business Administration |
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| **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, CengageAuthors: O. C. Ferrell & William M. PrideISBN: 9780357984260 |
| **Evaluation** | **Attendance** | 10% | **Quiz** | % |
| **Assignment** | 30% | **Mid-term Exam** | 30% |
| **Presentation** | % | **Final Exam** | 30% |
| **Group Project** | % | **Participation** | % |
| **Etc.** | **Evaluation Item** | **Ratio** |
|  | % |
|  | % |
| **Daily** **Lecture Plan** | **Day 1** | Course IntroductionCh. 1. An Overview of Strategic Marketing |
| **Day 2** | Ch. 2. Planning, Implementing, & Evaluating Marketing StrategiesCh. 3. The Marketing EnvironmentCh. 4. Social Responsibility & Ethics in Marketing |
| **Day 3**  | Ch. 5. Marketing Research & Information SystemsCh. 6. Target Markets Segmentation & EvaluationCh. 7. Consumer Buying Behavior |
| **Day 4** | Ch. 11. Product Concepts, Branding and PackagingReview for Mid-term Exam |
| **Day 5** | Mid-term Exam |
| **Day 6** | Ch. 12. Developing & Managing ProductsCh. 13. Services Marketing |
| **Day 7** | Ch. 14. Marketing Channels & Supply-Chain ManagementCh. 16. Integrated Marketing Communications |
| **Day 8** | Ch. 17. Advertising and Public RelationsCh. 18. Personal Selling and Sales Promotion |
| **Day 9** | Final Exam |