



HANYANG UNIVERSITY

2018 HISS Syllabus

[Introduction to Marketing]

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| Professor: | Iksuk Kim |
| E-mail: | iksukkimseoul@gmail.com |
| Home Univ.: | California State University Los Angeles |
| Dept.: | Marketing |

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| 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 |
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| Objective: | "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. |
| Preparations: | Marketing: the core, 6th ed. Or 7th ed. Kerin, Hartley and Rudelius. McGraw-Hill Publishing Company |

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| Day 1 | Orientation /Introduction | Ch1 |
| Day 2 | Marketing Environment | Ch3 |
| Day 3 | Quiz 1 | |
| Day 4 | Consumer Behavior | Ch4 |
| Day 5 | Market Segments and Targets | Ch8 |
| Day 6 | Products , Product Life Cycle | Ch10 |
| Day 7 | Mid Term | |

Hanyang International Summer School

Office of International Affairs, Hanyang University
 222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea
 Tel. +82-2-2220-2456 | iss@hanyang.ac.kr

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| Day 8 | Service and Brand Management | Ch10 |
| Day 9 | Pricing | Ch11 |
| Day 10 | Marketing Channels | Ch12 |
| Day 11 | Quiz2 | |
| Day 12 | Advertising & Promotion | Ch15 |
| Day 13 | Global Marketing | Ch6 |
| Day 14 | Final Test | |
| Day 15 | Review and Wrap-up | |

| Evaluation: | Midterm (%) | Final (%) | Attendance (%) | Quiz (%) | Participation (%) | Etc. (%) |
|-------------|-------------|-----------|----------------|-----------|-------------------|----------|
| | 35 | 35 | 10 | 20 (10x2) | | |