



# HANYANG UNIVERSITY

## Hanyang International Summer School

### 2019 HISS Syllabus ( Introduction to Marketing )

Professor: **[Iksuk Kim]**  
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Home Univ.: **[California State University Los Angeles]**  
Dept.: **[Marketing]**

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

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

Credits	3	Contact Hours	45
Schedule:	Week 1/1	Orientation- <b>No Class</b>	
	Week 1/2	Course Introduction	
	Week 1/3	Marketing Environment Ch3	
	Week 1/4	<b>Quiz 1</b>	

Week 2/1	Consumer Behavior Ch4
Week 2/2	Market Segments and Targets Ch8
Week 2/3	Products , Product Life Cycle Ch10
Week 2/4	<b>Mid Term</b>
Week 3/1	Service and Brand Management Ch10
Week 3/2	Pricing Ch11
Week 3/3	Marketing Channels Ch12
Week 3/4	<b>Quiz2</b>
Week 4/1	Advertising & Promotion Ch15
Week 4/2	Global Marketing Ch6
Week 4/3	<b>Final Test</b>
Week 4/4	Review and Wrap-up

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