

Marketing Management

Course Name	Course type (credit/hours)	Required course(3/3)	Course code	I080
	Target students Division/major/grade	Business Administration/Sophomore	Opening semester	2020 1ST SEMESTER
	Class time and classroom	Tue D(YH104)Thu C(YH104)	English Grade	A(100%English)
Reference to this course	Prerequisite courses			
	Related basic courses			
	Recommended concurrent courses			
	Related advanced courses			

Instructor	Name (title/division)		Hwanho Choi(Assistant Professor, Business Administration)			
	Office Room Number	다산관 510-1	Office phone Number	2726	e-mail	
	Office hours			Homepage address		
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

This class is designed to introduce the fundamental aspects of marketing. The class will focus on the basic marketing concepts, the role of marketing in the organization and the role of marketing in society. Students are required to actively share their opinions and participate in class discussion with other students

2. Course Objectives

The primary objective of this class is to provide you with a comprehensive understanding of marketing. At the end of this course, students will be able to understand basic theoretical knowledge in core areas of business administration.
ILO (Intended Learning Objective): K1 – Students understand basic theoretical knowledge in core areas of business administration.

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K1	
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3. Class types and activities

Each week, lectures will be delivered to offer fundamental understanding about each subject.
During the lecture time, students are encouraged to express and share their thoughts.
Students will also be required to carry out a group project about a given topic to achieve in-depth understanding about marketing.

4. Teaching Method

- | | |
|---|---|
| <input checked="" type="checkbox"/> lecture | <input checked="" type="checkbox"/> discussion and debate |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc) |
| <input type="checkbox"/> designing and production | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others | |

5. Support Systems in Use

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|--|---|---|
| <input checked="" type="checkbox"/> AjouBb | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture | <input type="checkbox"/> online content | |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others | |

6. Teaching Tools

<input checked="" type="checkbox"/> PBL(Problem Based Learning)	<input checked="" type="checkbox"/> CBL(Case Based Learning)	<input checked="" type="checkbox"/> TBL(Team Based Learning)
<input type="checkbox"/> UR(Undergraduate Research)	<input type="checkbox"/> FL(Flipped Learning)	<input type="checkbox"/> DSAL(Data Science Active Learning)
<input type="checkbox"/> others		

7. Knowledge and ability required for taking this course

Competent academic writing skills
Searching, utilising and understanding suitable academic materials

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		10	
final exam		45	
quiz			
presentation		35	Team Project 1: 5% / Team Project 2: 30%
discussion			
homework			
etc		10	Class Participation
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Principles of Marketing	Philip Kotler and Gary Armstrong	Pearson	
Ref.	Essential Reading (will be available on Ajou BB)			

10. Class system and Class shedule

< Class Schedule >

* language : K-korean, E-English

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Orientation and Introduction	E	Hwanho Choi			
2	Understanding Marketing	E	Hwanho Choi			
3	Understanding Marketing / Brainstorming for Gropu Project	E	Hwanho Choi			
4	Strategic Planning / Microenvironment	E	Hwanho Choi			
5	Macroenvironment / Segmentation, Targeting and Positioning	E	Hwanho Choi			
6	Team Project 1 Presentation	E	Hwanho Choi			
7	Segmentation, Targeting and Positioning / Q&A	E	Hwanho Choi			
8	Mid-Term Exam	E	Hwanho Choi			
9	Feedback of Mid-Term Exam / Digital Marketing	E	Hwanho Choi			
10	Digital Marketing	E	Hwanho Choi			
11	Product and Brand / Integrated Marketing Communications	E	Hwanho Choi			
12	Team Project 2 Presentation	E	Hwanho Choi			
13	Team Project 2 Presentation	E	Hwanho Choi			
14	Team Project Feedback	E	Hwanho Choi			
15	Final Exam	E	Hwanho Choi			
16	Feedback of Final Exam	E	Hwanho Choi			

11. Other items of notification

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