



HANYANG UNIVERSITY

Hanyang International Summer School

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| Faculty Information | Name | Sunyoung Lee | | | | |
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| | Home University | Hanyang University | | | | |
| | Department | Office of International Affairs | | | | |
| | Homepage | | | | | |
| Course Information | Class No. | 18056 | Course Code | VEN1001 | Credits | 3 |
| | Course Name | Modern Society and Marketing | | | | |
| | Lecture Schedule | Online | | | | |
| | Course Description | <p>This course aims to explore the marketing strategies employed by international companies across various industries. It addresses the essential concepts and issues required for their successful implementation and operation.</p> <p>The main objective of this course is to acquaint students with the fundamental elements involved in developing marketing strategies for products or services. It covers various aspects of marketing, including market research, consumer behavior, product development, pricing strategies, promotion, and distribution.</p> <p>The course also features two guest speakers. Through these guest lectures, students will build a strong foundation in marketing principles and discover how to apply them in real-world situations.</p> | | | | |
| | Course Objective | <ol style="list-style-type: none"> 1. Understand the fundamental concepts and theories of marketing. 2. Develop skills in market research and analysis. 3. Explore consumer behavior and its implications for marketing strategies. | | | | |
| | Prerequisite | N/A | | | | |
| | Materials/Textbooks | N/A | | | | |
| Evaluation | Attendance | 20% | Quiz | 20% | | |
| | Assignment | % | Mid-term Exam | 30% | | |
| | Presentation | % | Final Exam | 30% | | |
| | Group Project | % | Participation | % | | |
| | Etc. | Evaluation Item | | | Ratio | |
| | | | | % | | |



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| Daily Lecture Plan | Week 1 | Day 1 | Understanding Marketing | |
| | | Day 2 | Analyzing the Market Environment | |
| | | Day 3 | Consumer Buying Behavior | |
| | | Day 4 | Conducting Marketing Research | |
| | Week 2 | Day 1 | CRM and Big Data | |
| | | Day 2 | Segmentation, Targeting, and Positioning | |
| | | Day 3 | Guest Speaker: "Product Marketer's Role in the Field" (Ms. Mihong Kwon, Hyundai Motor Group) | |
| | | Day 4 | Midterm Exam | |
| | Week 3 | Day 1 | Product Strategy (1) - New Product Development | |
| | | Day 2 | Product Strategy (2): Product Strategy, New Product Development, and High-Tech Product Strategy. | |
| | | Day 3 | Pricing Strategy: Capturing Value | |
| | | Day 4 | Place Strategy: Retailing and Managing Marketing Channels | |
| | Week 4 | Day 1 | Promotion Strategy (1): IMC (Integrated Marketing Communications) & Advertising | |
| | | Day 2 | Promotion Strategy (2): Personal Selling, Sales promotion, PR, and Direct/Digital Marketing | |
| | | Day 3 | Guest Speaker: "Practical Application of ChatGPT in Marketing" (Ms. Seri Sun, ODOC), Final Exam | |
| | | Day 4 | Graduation | |