



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Haejoo Han (한혜주)					
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Course Information	Class No.	18006	Course Code	INT3004	Credits	3	
	Course Name	International Marketing					
	Lecture Schedule	Mon-Thu / 13:00~16:00					
	Course Description	<p>This course seeks to understand the marketing strategies of international companies in various industries, and deals with concepts and issues necessary to successfully operate them.</p> <p>This course is based on Industry-Coupled Problem-Based Learning (IC-PBL): Students should learn and practice solving complex real-world problems. Thus, this course involves lectures, group discussions, and marketing case studies. As a result, students can develop deep content knowledge as well as critical thinking, collaboration, creativity, and communication skills throughout this course.</p>					
	Course Objective	The main objective of this course is to familiarize students with the key elements in developing marketing strategies for a product or service.					
	Prerequisite	N/A					
	Materials/Textbooks	Philip Kotler, Kevin Lane Keller "Marketing Management, 15/E" (global edition), Pearson.					
Evaluation	Attendance	20%	Quiz	%			
	Assignment	%	Mid-term Exam	20%			
	Presentation	%	Final Exam	20%			
	Group Project	30%	Participation	10%			
	Etc.	Evaluation Item			Ratio		
					%		
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony				
		Day 2	Course Orientation				



		Day 3	Understanding Marketing. Analyzing Market Environment. Consumer Decision Process.
		Day 4	Conducting Marketing Research.
	Week 2	Day 1	Segmentation.
		Day 2	Targeting.
		Day 3	Positioning.
		Day 4	Exam 1.
	Week 3	Day 1	Branding. Developing Product Strategies.
		Day 2	Setting Price Strategies and Programs.
		Day 3	Designing and Managing Integrated Marketing Channels (IMC) #1.
		Day 4	Designing and Managing Integrated Marketing Channels (IMC) #2.
	Week 4	Day 1	Managing Distribution Channels and Retailing.
		Day 2	Exam 2
		Day 3	Team project presentation #1
		Day 4	Team project presentation #2