



# HANYANG UNIVERSITY

## Hanyang International Summer School

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<b>Course Information</b>	<b>Class No.</b>	18065	<b>Course Code</b>	APS2009	<b>Credits</b>	3
	<b>Course Name</b>	Introduction to Marketing				
	<b>Lecture Schedule</b>	Tue-Fri/ 09:00~12:00				
	<b>Course Description</b>	<p>This course will expose you to fundamental marketing concepts and provide insights into how these concepts are applied by practitioners in the "real" world. Marketing is an essential role of every business organization and marketing activities must be performed for the survival of every business organization. Marketing activities is delineated across four areas, called the marketing mix. The marketing mix defines tactics in the areas of product, price, promotion, and distribution decisions. This course is designed to be an introduction to the concept of marketing mix for the future manager. It is designed to give you an overview of basic marketing theory and to introduce you to the elements of marketing practice through topics such as the environment of business, market planning, information, and segmentation, buyer behavior, marketing research, developing and marketing goods and services, and pricing, distribution, and promotion. This course acquaints students with the present-day challenges of marketing professionals and introduces students to the tools and methods marketing professionals use to make decisions.</p>				
	<b>Course Objective</b>	<p>Upon the successful completion of this unit, you will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the importance in business practice of being marketing oriented.</li> <li>2. Describe a range of common strategies for use with each of the various marketing mix tools: product, pricing, promotion, and distribution.</li> <li>3. Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy for a given marketing task or situation.</li> <li>4. Use examples from current events, as well as more formal case</li> </ol>				

		<p>studies, to apply, illustrate, and discuss different marketing strategies.</p> <p>Critically think about the importance of effective business communications in all aspects of marketing management.</p>			
	<b>Prerequisite</b>	-			
	<b>Materials/Textbooks</b>	Armstrong, Gary, Philip Kotler, and Marc O. Oprensnik (2022), "Marketing: An Introduction, 15th Global Edition," Pearson Education Limited			
<b>Evaluation</b>	<b>Attendance</b>	10%	<b>Quiz</b>	%	
	<b>Assignment</b>	10%	<b>Mid-term Exam</b>	40%	
	<b>Presentation</b>	%	<b>Final Exam</b>	40%	
	<b>Group Project</b>	%	<b>Participation</b>	%	
	<b>Etc.</b>	<b>Evaluation Item</b>		<b>Ratio</b>	
				%	
		%			
<b>Daily Lecture Plan</b>	<b>Week 1</b>	Day 1	Orientation & Opening Ceremony		
		Day 2	Chapter 1. Marketing: Creating Customer Value and Engagement		
		Day 3	Chapter 2. Company and Marketing Strategy		
		Day 4	Chapter 3. Analyzing the Marketing Environment		
	<b>Week 2</b>	Day 1	Chapter 4. Managing Marketing Information to Gain Customer Insights		
		Day 2	Chapter 5. Understanding Consumer Markets and Buyer Behavior		
		Day 3	Chapter 6. Customer-Driven Marketing Strategy		
		Day 4	Chapter 7. Products, Services, and Brands: Building Customer Value		
	<b>Week 3</b>	Day 1	Midterm Examination		
		Day 2	Chapter 8. New-Product Development and Product Life-Cycle Strategies		
		Day 3	Chapter 9. Pricing Strategies		
		Day 4	Chapter 10. Marketing Channels: Delivering Customer Value		
	<b>Week 4</b>	Day 1	Chapter 12. Engaging Customers and Communicating Customer Value		
		Day 2	Chapter 13. Personal Selling		
		Day 3	Final Examination		
		Day 4	Graduation		