



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name		KIM, IKSUK				
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	Home University		California State University Los Angeles				
	Department		Marketing				
	Homepage		https://www.calstatela.edu/faculty/ik-suk-kim				
Course Information	Class No.	18052	Course Code	ISS1198	Credits	3	
	Course Name	Marketing for Engineers					
	Lecture Schedule	Tue-Fri / 13:00~16:00					
	Course Description	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 for engineers.					
	Course Objective	<p>Upon successful completion of this course, students will be able to:</p> <p>Course Objective 1: interpret the "language of marketing" for the engineering work.</p> <p>Course Objective 2: analyze the Customer-Driven market.</p> <p>Course Objective 3: break down the engineering work with the marketing concept.</p> <p>Course Objective 4: create the marketing mix of the engineering work.</p>					
	Prerequisite	-					
	Materials/Textbooks	No Textbook Required.					
Evaluation	Attendance	40%	Quiz	30%			
	Assignment	%	Mid-term Exam	%			
	Presentation	30%	Final Exam	%			
	Group Project	%	Participation	%			
	Etc.	Evaluation Item			Ratio		
					%		
			%				
Daily Lecture Plan	Week 1	Day 1	Course Introduction				
		Day 2	Marketing Vs. Engineering <i>Why is Marketing so hard for the engineers?</i>				
		Day 3	Guest Speaker Lecture				
		Day 4	Customer Vs. Consumer				



			<i>Are Market and Marketing same?</i>
	Week 2	Day 1	Goods Vs. Services Vs. Information <i>Which one do Engineers like more?</i>
		Day 2	Price Vs. Value <i>Is the cheaper, the better?</i>
		Day 3	Guest Speaker Lecture
		Day 4	Online Vs. Brick-and-Mortar <i>Why does MZ prefer Online shopping? But why not in BB?</i>
	Week 3	Day 1	Advertising <i>Aren't you really excited by a TV commercial?</i>
		Day 2	Promotion <i>How much do you know about Coupon?</i>
		Day 3	Guest Speaker Lecture
		Day 4	Brand <i>Can Engineer understand the true value of Brand?</i>
	Week 4	Day 1	Service <i>Why no Engineering majors in Service Industry?</i>
		Day 2	Final Presentation
		Day 3	Final Presentation
		Day 4	Graduation