

수업계획서 조회



■ EIC3219-01 (2014학년도 2학기)



최초등록일	2014-08-03 11:58:56	최종수정일	2014-09-11 18:22:02
교과목명	MARKETING	학점	3
강의실	정238/정215	강의시간	월5,6/목1
담당교수	선와츠	담당교수소속	동아시아국제학부
연구실	341 Jongui Hall		

수강대상	All
수업목표 및 개요	<p>If class goes well, there is a chance class can interact with UN / UNEP / UN Habitat / Universities in Africa / University in Hong Kong / University in Toronto - then have an international class trip at end. If students are interested, learn on your own and prepare as much as possible for discussing the global image (marketing impact of) CSR, wealth inequality / Managing &amp; the Environment / Quality Management / ISO/ Operations Management/ SCM - Officials in the UN have indicated that they may take interns upon completion of course - TBD</p> <p>Students will work in groups to review text, related cases &amp; online MOOCs &amp; discuss international marketing activities. Special attention is given to firms in East Asia, covering their social media management of ads, commercials, methodology, &amp; interviewing practices, &amp; online corporate training &amp; education related to marketing</p>
선수과목(선수학습)	Intro to Business
강좌운영방식	<p>Students must attend, &amp; before class, review all text chapters for the week, one related MOOC, one related academic article or academic case study, &amp; review current news, (all relating to East Asian marketing topics), and present one paragraph summary of each within the class facebook group for participation marks 48 hours before start of first class each week.</p> <p>Students will select one of the weekly topics &amp; present a related, preapproved case/topic to the professor one week in advance of the related class, then after refinement if suggestions are given make available online all details to the rest of class.</p> <p>Students will select a full term paper research topics &amp; present for preapproval, a research proposal before the start of the 3rd week of term, a related grant application proposal before the 4th week of term, then make available online all details of the finished full term research project &amp; the weekly topic case plan, both to the rest of class, 48 hours before the start of the second last week before the week of midterm classes.</p> <p>Students must present the full term research project finished paper, a related Youtube video, a related finished grant application, and a summary of your proposed weekly case topic in class, one week before midterm.</p> <p>After consideration of class comments, final full term research project &amp; weekly case study analysis will be presented before the second last week of term online, and in person class presentation during the second last week of classes. All work must discuss details and get preapproval for ongoing work monthly from teh class leader / TA.</p>
성적평가방법	<p>15% weekly topic case presentation;                  10% class development (participation);                  10% midterm case &amp; paper presentations (5% each for showing developments of both the case and term paper),                  25% weekly topic end of chapter &amp; other evaluations;                  End of term components:                  20% Term paper/ project;                  20% East Asian case study &amp; "Notes" presentation</p>

교재 및 참고문헌		Required Text: "A framework for Marketing Management" (Kotler Keller, Intl Ed, 2012, Pearson.) Students must also get & develop related case studies - discussed in class. Highly recommended text: INTERNATIONAL MARKETING ("ASIA PACIFIC ED" - is best) by Michael Czinkota Highly recommended text: Business Studies, 4th Ed., Dave Hall et al.		
교수정보		Sean Watts, EIC Professor, 선와츠 (동아시아국제학부)		
조교정보		Class leader TBD by 2nd week of class & Rodgers.		
영문 수업계획내용 Syllabus in English		na		
주	기간	수업내용	교재범위,과제물	비고
1	2014-09-01 2014-09-07	Intro to Int'l Mktg & Project Mgmt	prepare to discuss grants, projects, BOD, guest speakers, resumes & international tour project Homework: find grants for projects that relate to energy efficiency /real estate (amount, focus, proposal requirements, & contacts); Prepare Board of Directors' & alumni info. Find a case of interest & week to present by end 2nd week: <a href="http://www.iveycases.com">www.iveycases.com</a> or <a href="http://hbsp.harvard.edu/product/cases">http://hbsp.harvard.edu/product/cases</a>	(9.1) Fall semester classes begin (9.3 ~ 9.5) Course add and drop period
2	2014-09-08 2014-09-14	Cultural Environment & Globalization 1.Defn Mktg in 21st Cent Obama Case	prepare to discuss Mktg is Dead by HBS, & role of social media in mktg. <a href="http://blogs.hbr.org/cs/2012/08/marketing_is_dead.html">http://blogs.hbr.org/cs/2012/08/marketing_is_dead.html</a>	(9.7~9.10) Chuseok Holiday
3	2014-09-15 2014-09-21	2.Mktg Strategies Google case	Review both Google case & Google in China Case & text weekly material, & online related MOOC & provide 1 paragraph comments about importance for class.	
4	2014-09-22 2014-09-28	3.Collecting Info & Forecasting Demand Kimberly Clark case	Review related Case & text weekly material, & online related MOOC & provide 1 paragraph comments about importance for class.	
5	2014-09-29 2014-10-05	4.Loyalty Harrah's case		(10.3) National Foundation Day
6	2014-10-06 2014-10-12	5&6.Consumer & Biz Mkts Lego & Oracle (Cloud Computing & Social Media) or topic to be selected in class		(10.6~10.8) Course withdrawal (10.8) First third of the semester ends (10.9) Hangul Proclamation Day
7	2014-10-13 2014-10-19	Mid Term review / project (finished paper, spoken presentation, & grant application) & case presentation intro		(10.16 ~ 10.22) Midterm Examinations
8	2014-10-20 2014-10-26	Mid Term Period		(10.16 ~ 10.22) Midterm Examinations

9	2014-10-27 2014-11-02	7&8.Segmenting, Targeting & Brand Equity Students will present the weekly topic case - that was preapproved by midterm week		
10	2014-11-03 2014-11-09	9&10.Positioning, Strategy & Life Cycle Students will present the weekly topic case - that was preapproved by midterm week		
11	2014-11-10 2014-11-16	11&12.Services & Pricing Students will present the weekly topic case - that was preapproved by midterm week	(5.17) Buddha`s Birthday	(11.14) Second third of the semester ends
12	2014-11-17 2014-11-23	13&14.Integrated Mktg Channels & managing retailing, wholesaling, & logistics - 4 hour work week Students will present the weekly topic case - that was preapproved by midterm week		
13	2014-11-24 2014-11-30	Mktg Communications Students will start final presentations		
14	2014-12-01 2014-12-07	Students will finish final presentations	(6.6) Memorial Day	
15	2014-12-08 2014-12-14	Final Exam		(12.8 ~ 12.20) Self-Study and Final examinations Period
16	2014-12-15 2014-12-21	No Class		(12.8 ~ 12.20) Self-Study and Final examinations Period

\* 정규학기 운영방식 변경에 따른 주요 안내사항

중간시험기간 및 기말시험기간을 고려하여 시험이 이루어지지 않는 주에는 수업 또는 자율학습을 진행하여야 함

\* 2014학년도 1학기부터는 15~16주차가 자율학습 및 기말고사 기간으로 변경됩니다.

\* 장애학생이 강의 수강 시 조정 (강의자료 사전 제공, 과제 및 평가 조정, 과제 제출기한 연장, 시험시간 연장 등)을 원할 경우, 개강 전 담당 교수님께 위와 같은 사항에 대한 사전 상담을 요청해 주시기 바랍니다.

