

2015학년도 1학기 수업계획서

과목명	마케팅원론	
학점(시간)	3(3)	
이수구분	전공필수	
수강번호	2078	03
강의시간	월 16:30-17:45 수 16:30-17:45	
강의실	B02-202 B02-202	
교수명	김상현	
소속	경영학과	
면담시간		

※ 동일과목 :

※ 선수과목 :

※ 선행과제 :

1. 강의소개 :

This course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The objective of this course is to develop the theoretical marketing knowledge, strategic framework and practical skills needed by the practicing manager. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Formal lectures covering the "Basics" will be complemented by mini cases and exercises. The course will take a practical, managerial approach to Marketing.

2. 수업목표 :

- 1) Learn the basic principles and concepts of marketing
- 2) Understand the marketing approach
- 3) Get used to framing and solving marketing problems

3. 수업진행방법 :

Individual classes will consist of lecture presentation complemented by exercises and mini cases.

Priority will be placed on applying the theoretical information and current marketing realities.

4. 중요교재 및 문헌 :

주교재 : Principles of Marketing , Kotler ,

5. 수업의 효율성 제고를 위한 기타사항

6. 학습평가 :

Mid-term Exam 35%

Final Exam 35%

Four Quiz 20%

Project 10%

Class Participation extra points

7. 주별계획

주	학습목표 및 목차	주교재 및 참고자료	퀴즈/과제/토론 유무
1	Marketing: Creating and capturing customer value	Chapter 1 newspaper and magazine articles	What is Marketing? share of customer and customer equity
2	Marketing Process	Chapter 1 newspaper and magazine articles	term paper discussion case1
3		Chapter 2	Mission statement marketing

7. 주별계획

주	학습목표 및 목차	주교재 및 참고자료	퀴즈/과제/토론 유무
	Company and Marketing strategy	newspaper and magazine articles	orientation
4	Analyzing the marketing environment	Chapter 3 newspaper and magazine articles	quiz 1
5	Marketing Research	Chapter 4 newspaper and magazine articles	
6	Consumer buyer behavior	Chapter 5 newspaper and magazine articles	Need to understand consumers
7	Customer driven marketing strategy	Chapter 7 newspaper and magazine articles	term paper discussion and case 2 segmentation necessary?
8	Mid-term Exam		
9	Products, Services, and Brands	Chapter 8 newspaper and magazine articles	brand equity and customer equity test marketing cases
10	New Product Development	Chapter 9	

7. 주별계획

주	학습목표 및 목차	주교재 및 참고자료	퀴즈/과제/토론 유무
		newspaper and magazine articles	
11	Pricing strategies	Chapter 11 newspaper and magazine articles	term paper discussion case 3
12	Marketing Channels	Chapter 14 and 15 newspaper and magazine articles	quiz 2
13	Communicating customer value	Chapter 14 newspaper and magazine articles	
14	Creating competitive advantage Sustainable marketing	Chapter 18 newspaper and magazine articles	case 4
15	Final Exam		