

2016 학년도 1학기 강의계획서

강좌명		교강사명	신건철 ( 경영학과 )
학수번호-분반	MGMT401201	연구실	02-961-0420
이수구분	전공선택	연락처	02-961-0420
개설학과	경영학		01030880420
학점	3	이메일	gcshin@khu.ac.kr
강의시간 강의실	신건철 월10:30-11:45 (오414) 신건철 수10:30-11:45 (오414)	홈페이지	[개인용] kbiz.khu.ac.kr/gcshin
면담시간	Monday/Wednesday 15:00-16:00		[수업용]

**수업개요**  
 This class will deliver a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. There will be lectures and discussions every class. The lecture is designed to cover the subject of marketing in sufficient breadth and depth to free students from contextual detail so they can concentrate on the more creative aspects of their own research. The lectures will be primarily based on class discussions. All the class lectures and assignments are available at the Teaching Portfolio on the KH's web.

**수업목표**  
 The objectives of this course are to develop in you: An understanding of the functions of the market, its players & their roles so as to realize the environment of competition.  
 Knowledge of alternative ways of thinking about competing, so as to have you thinking in uncommon ways.  
 The ability to think creatively in the context of competitive strategy design.

수업유형	이론	실험/실습	실기	ABEEK설계	현장학습	캡스톤디자인	기타
	50%	0%	0%	0%	0%	0%	50%
	기타						

수업진행	토의/토론	특강/세미나	팀별/개별발표	시청각	온라인강의	KLAS활용	PBL/CBL
	○	○	○	○		○	
	기타						

평가방법	중간고사	기말고사	과제보고서	발표	실험/실습	출석	기타
	30%	30%	5%	30%	0%	2%	3%
	기타						

**Key Word**

교재구분	서명		저자명	출판사	출판년도	비고
주교재	1	Marketing Strategy (8th edition)	John Mullins, Orville Walker	McGraw-Hill	2013	978-0078028946
	2					
	3					
부교재 및 참고자료	1	BusinessWeek				
	2					
	3					

**주별강의내용**

	강의내용	기타
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1주	Introduction	Student Orientation make a learning portfolio
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2주	Marketing in Today's Economy	Student Orientation make a learning portfolio
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		portfolio
3주	Strategic Marketing Planning	upload assignment on the 1st portfolio
4주	Collecting and Analyzing Marketing Information	
5주	Developing Competitive Advantage and Strategic Focus	
6주	Customers, Segmentation, and Target Marketing	upload assignment on the 2nd portfolio
7주	The Marketing Program	
8주	Midterm Exam	
9주	Branding	upload assignment on the 3rd portfolio
10주	Positioning	
11주	Ethics and Social Responsibility in Marketing Strategy	upload assignment on the 4th portfolio
12주	Marketing Implementation and Control	
13주	Developing and Maintaining Long-Term Customer Relationships	upload assignment on the 5th portfolio
14주	Presentation	
15주	Presentation	upload assignment on the 6th(Final) portfolio
16주	Presentation / Final Exam	
과제	The group project is a written assignment dealing with an actual company in the real world. For this project, student teams (having 5-6 students per team) will choose a specific company. Each group will be responsible for preparing one report which describes and analyze the chosen company. These reports should not exceed thirty pages in length (double spaced, typed) and each will be due the date of each group's presentation.	
기타	All the class lectures and assignments are available at the Teaching Portfolio on the KH's web	
장애 학생 지원 내용	본 과목을 수강하는 장애학생은 수업에 필요한 별도의 지원이 필요한 경우,담당 교강사 및 장애학생지원센터(서울 02-961-2104~5, 국제 031-201-3460~1)로 필요한 사항을 요청하기 바랍니다.	