

강의계획서(Syllabus)

2016학년도 제 1학기

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| 교과목명 (Course Title) | 마케팅커뮤니케이션(캡스톤디자인) | 학수번호 (Course No.-Class No.) | MGT4072-01 |
| 이수구분 (Course Classification) | 전공 | 학점 (Credit) | 3 |
| 강의실/수업시간 (Classroom & Time) | 수10.0-12.5(201-322(사회과학/경영관 M306 강의실)) | | |

| 담당교수(Instructor) | | 담당조교(Teaching Assistant) | |
|------------------------------------|----------------|------------------------------------|----------------|
| 이름 (Name) | 유창조 | 이름 (Name) | - |
| 연구실 위치 (Office) | L503 | | |
| 연락처1(연구실) (Office Phone Number) | 3718 | 연락처1(연구실) (Office Phone Number) | |
| e-메일(E-mail) | | e-메일(E-mail) | |
| 연락처2(휴대폰) (Cellular Phone) | | 연락처2(휴대폰) (Cellular Phone) | |
| 상담시간 (OfficeHours) | by appointment | 상담시간 (OfficeHours) | by appointment |

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| 강의개요 (Course Description) | This course introduces the overview of the field of advertising and promotion and its role of marketing process. This course introduces the concept of integrated marketing communication(IMC), its evolution, and examine how various marketing and promotional elements need to be coordinated. |
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| 강의목표 (Course Objectives) | CO-01 | To provide specialized knowledge with a fundamental understanding of marketing communication process. |
| | CO-02 | To provide the students with application abilities of the theories and models to real business issues |
| | CO-03 | To develop creative thinking and problem solving skills in the field |
| | CO-04 | To increase students' insight for the decision making about communication activities |

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| 강의방법 (Teaching Method) | lectures/ project team report development/ Q&A |
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| 성적평가 (Grading) | 요소 | 출석 | 중간고사 | 기말고사 | 과제물 | 기타1 | 기타2 | 기타3 | 기타4 |
| | 비율(%) | | | | | | | | |
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|--|----------------|------|-----|-----|------|------|-------|-------|-------|
| | 만점(full Marks) | | | | | | | | |
| | 요소 | 기타 5 | 기타6 | 기타7 | 기타 8 | 기타 9 | 기타 10 | 기타 11 | 기타 12 |
| | 비율(%) | | | | | | | | |
| | 만점(full Marks) | | | | | | | | |

| 요소 (Category) | 평가방법(Assessment) | 강의목표와의 연관성 (Relevance to Course Objective) |
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| 출석 (Attendance) | Total: 20 points, Deductions(lateness: 1 point, absence: 3 points) | CO-03 |
| 중간고사 (Medterm exams) | essay questions | CO-01, CO-03 |
| 기말고사 (Final exams) | essay questions | CO-01, CO-03 |
| 과제 (Homework) | Team Report and Presentation Evaluations | CO-02, CO-04 |
| 기타1 | | |
| 기타2 | | |
| 기타3 | | |
| 기타4 | | |
| 기타5 | | |
| 기타6 | | |
| 기타7 | | |
| 기타8 | | |
| 기타9 | | |
| 기타10 | | |
| 기타11 | | |
| 기타12 | | |

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| 수강요건 (선수과목포함) (Course PreRequisites) | DBA2003 마케팅원론 |
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| 시험 기출문제 및 모범답안 공개여부 (provide previous exams and answer keys) | Y | U0249001 |
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| 강의구조 (Course Structure) | 강의구성구분(Structure) | 비율(Percentage) |
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| | 강의(Lecture) | 60 |
| | 토론발표(Discussion/Presentation) | 40 |

| 과제 (Assignments) | 과제명 (Assignment Title) | 제출일자 (Due Date) | 제출방법 (Mode of Submission) |
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| | Report for Contest | | |

| 기타안내사항 (Other Information) |
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| 교재 및 참고서적 (Textbooks & Reference books) | 구분 (Type) | 교재명 (Title) | 저자 (Author) | 출판사 (Publisher) | 출판년도 (Published Date) | 지정도서 (Course Reserved books) |
|--|----------------------------|--|-----------------|--------------------|--------------------------|---------------------------------|
| | 주교재 (Primary Textbook) | Advertising Management | Ahn, Lee, Yoo | Hak Hyun Press | 2014 | |
| | 주교재 (Primary Textbook) | Advertisig and Promotion: Integrative Approach(9e) | Belch and Belch | to be announced | 2013 | |

주별강의일정(ClassSchedule)

| 주 (Week) | 강의내용 (Class Topic & Contents) | 예습 (Preparation) | 과제 (Assignment) | 수업활동유형 (Class Type) | Chapter on Text |
|-------------|---|--|---|----------------------------------|--|
| 1 | Orientation: Course Overview | | | 강의 (Lecture) | |
| 2 | Marketing Strategy and Integrated Marketing Communications – Marketing Conecpt – Overview of Marekting Strategy – Various Marketing Communication Tools | Search company's communication programs and think about the purpose. | | 강의 (Lecture) | BB Ch. 1,2 Ayy Ch, 3 Supplemenatary Teaching Materials |
| 3 | Introduction of Advertising and Advetising Industry –Concept and Role of Advetising –Classification of Advetising –Structure of Advetising Andustry –Role of Advertising Agency | Visit Cheil Commnunication's Website and see what it is doing. | | 강의+토론 (Lecture & Discussion) | BB Ch. 3 Ayy Ch. 1,2 Supplemenatary Teaching Materials |
| 4 | Consumer Behavior – Information Processing Model – Purchase Decision Making Process | Search for advietisements and think about your responses | Review of Competition Program (target: to be announced) | 강의 (Lecture) | BB Ch. 4 Ayy Ch. 14 Supplemenatary Teaching Materials |
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| | Communication Process – Communication Process Model – Consumer Responses FCB Elaboration Likelihood Model | Review your recent purchase and analyze the process to the final decisions | Member Finalization for Team Report | 강의 (Lecture) | BB Ch. 5 AYY Ch. 15 Supplemenatary Teaching Materials |
| 6 | Integrated Marketing Communication –Objective: Brand Building Strateg –Strategy Development Process | Collect IMC case and discuss its efficiency and effexts. | | 강의 (Lecture) | AYY Ch. 4 Supplemenatary Teaching Materials |
| 7 | 2016년 제20대 국회의원선거 | | | 강의 (Lecture) | |
| 8 | Objective and Budgeting for Integrated Marketing Communications Programs – Establishing Objectives and Budgeting For The Promotional Program | | | 강의 (Lecture) | BB Ch. 7 |
| 9 | Developing the Integrated Marketing Communications Program – Creative Strategy: Planning and Development | | | 강의+토론 (Lecture & Discussion) | BB Ch. 8 |
| 10 | Mid-Term Exam | | | 시험 (Exam) | |
| 11 | Developing the Integrated Marketing Communications Program – Creative Strategy: Implementation and Evaluation | Collect eye- catching advertisements and evaluate the reason | | 강의+토론 (Lecture & Discussion) | BB Ch. 9 |
| 12 | Developing the Integrated Marketing Communications Program – Media Planning and Strategy | | | 강의 (Lecture) | BB Ch. 10 |
| 13 | Developing the Integrated Marketing Communications Program – Sales Promotion | Review of new media | | 강의 (Lecture) | BB Ch. 16 |
| 14 | Developing the Integrated Marketing Communications Program – Public Relations, Publicity, and Corporate Advertising | | | 강의 (Lecture) | BB Ch. 17 |
| 15 | Monitoring, Evaluation, and Control – Measureing The Effectiveness of The Promotional Program | | | 강의 (Lecture) | BB Ch. 18 |
| 16 | Exam 2 | | | 시험 (Exam) | |

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| 장애 학생 지원내용 | 본과목을 수강하는 장애 학생은 수업에 필요한 별도의 지원이 필요한 경우, 담당교강사 및 장애 학생 지원센터(서울02-2260-3043)로 필요한 사항을 요청하시기 바랍니다. |
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