

교과목명	마케팅원론(NCS)	학수번호	DBA2017-01
이수구분	전필	학점	3
강의실/수업시간	화8.5-9.5,목8.5-9.5(202-293(사회과학/경영관 208 MBA 202 강의실),202-293(사회과학/경영관 208 MBA 202 강의실))		

담당교수		담당조교	
이름	유창조	이름	정혜령
연구실 위치			
연락처1(연구실)		연락처1(연구실)	
e-메일		e-메일	
연락처2(휴대폰)		연락처2(휴대폰)	
상담시간	15:00-16:00(W, Th) or by appointment	상담시간	15:00-16:00(W, Th) or by appointment

강의개요	To be a top tier business school in Asia, we will develop global leaders equipped with creative thinking, specialized knowledge and ethical principles. DBS has the following five specific missions.
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강의목표	The objectives of this course are to (1) provide students' specialized knowledge with a fundamental understanding of the marketing process; (2) discuss some of the marketing strategy alternatives available to marketing managers; (3) increase students' insight for marketing decision (4) develop creative thinking/problem solving skills for marketing problems and (5) develop students' written and oral communication skills in English.
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강의구조	강의방법	비율
	강의(Lecture)	70
	토론발표(Discussion/Presentation)	30

성적평가	요소	출석	중간고사	기말고사	과제물	기타1	기타2	기타3	기타4
	비율(%)	15	39	39	7	0	0	0	0
	요소	기타5	기타6	기타7	기타8	기타9	기타10	기타11	기타12
	비율(%)	0	0	0	0	0	0	0	0

교재 및 참고서적	구분	교재명	저자	출판사	출판년도	지정도서

	주교재(Primary Textbook)	marketing: An Introduction (13e)	Armstrong and Otter	Pearson, Prentice Hall	2017	
	부교재(Secondary Textbook)	마케팅입문	안광호, 유창조, 전승우	피어슨 에듀케이션 코리아		

주	강의내용	수업활동유형	비고
1	1) Orientation: Introduction of Course Structure 2) Ice Breaking 1: Beauty Tips	강의 (Lecture)	
2	Marketing: Creating and Capturing Customer Value (Ch.1) 1. Ice Breakig 2: 경청의 5단계 -What is Marketing? -Understanding the Market place and Customer Needs 2. Ice Breakig 3: 고객만족경영에서 고객체험경영으로 -Designing a Customer-Driven Marketing Strategy -Preparing an Integrated Marketing Plan and Program Building Customer Relationships -The Changing Marketing Landscape	강의+토론 (Lecture & Discussion)	
3	Company and Marketing Strategy (Ch.2) 1. Ice Breakig 4: Marketing Myopia -Companywide Strategic Planning: Defining Marketing's Role 1. Ice Breakig 5: My Careea Plan -Planning Marketing: Building Customer Relationships -Marketing Strategy and the Marketing Mix	강의+토론 (Lecture & Discussion)	
4	1. Holiday 2. Marking Case(iPod)	강의+토론 (Lecture & Discussion)	
5	Analyzing the Marketing Environment (Ch.3) 1. Ice Breakig 6: 90-10 Principle -TheCompany's MicroEnvironment -TheCompany's MacroEnvironment 2. Ice Breakig 7: Grit -Responding to the Marketing Environment	강의+토론 (Lecture & Discussion)	
6	Managing Marketing Information (Ch.4) 1. Ice Breakig 8: The Seven Habits of Highly Effective People -Marketing Information to Gain Customer Insights -Assessing Marketing Information Needs 2. Ice Breakig 9: 여인과 누에고치 -MarketingResearch	강의+토론 (Lecture & Discussion)	
7	1. Holiday 2. Ice Breakig 10: 나를 발전시킬 수 있는 방법 Understanding Consumer Behavior (Ch.5) -Consumer Markets and Consumer Buyer Behavior -Buyer Decision Process -Buyer Decision Process for New Products	강의+토론 (Lecture & Discussion)	
8	1. Supplementary lessons Ice Breakig 11: 법정스님의 무소유철학 2. Mid-term Exam	강의+시험 (Lecture & Exam)	
9	Customer-Driven Marketing Strategy (Ch.6) 1. Ice Breakig 12: Rick Rigsby 대학연설 -Market Segmentation -Market Targeting 2. Ice Breakig 13: 루이폴츠 대학연설 -Differentiation and Positioning	강의+토론 (Lecture & Discussion)	
10	Product, Services and Brands (Ch.7) 1. Ice Breakig 14: 리츠칼튼 서비스 -WhatIsaProduct? -Product and Service Decisions 2. Ice Breakig 15: 조앤롤링 대학연설 -BrandingStrategy:Building StrongBrands	강의+토론 (Lecture & Discussion)	
11	Pricing (Ch.9) 1. Ice Breakig 16: Spirit Airline 사례 -Factors to Consider When Setting Prices -New Product Pricing Strategies 2. Ice Breakig	강의+토론 (Lecture & Discussion)	

	17: Southwest 기내 방송 -Product Mix Pricing Strategies -Price Adjustment Strategies		
12	Marketing Channels (ch. 10) 1. Ice Breakig 18: 협력의 진화과정 -Supply Chains and the Value Delivery Network -Nature and Importance of Marketing Channels 2. Ice Breakig 19: Apple의 혁신 모델 -Channel Design Decisions -Channel Management Decisions	강의+토론 (Lecture & Discussion)	
13	1. Special Lecture by CEO 2. Buffett and Gates Go Back to School (2006)	강의+토론 (Lecture & Discussion)	
14	Engaging Consumers and Communicating Customer Value Ch. 12) 1. Ice Breakig 20: 사이의 창의성 -The Promotion Mix -IMC 2. Ice Breakig 21: creativity -Advetising -PR	강의+토론 (Lecture & Discussion)	
15	Sustainable Marketing(Ch. 16) 1. Ice Breakig 22: Seven Deadly Sins - Sustainable Marketing] - Social Criticisms of Marketing -Consumer Actions -Business Actions 2. Creating Shared Value	강의+토론 (Lecture & Discussion)	
16	1. Fianl Exam 2. Supplementary lessons	강의+시험 (Lecture & Exam)	