

2015학년도 1학기 강의정보

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교과목명	마케팅	교강사명	이승윤
학점	3	수강대상 학년	2학년
강의목표	<p>1. 마케팅과 관련된 기본적인 이론들을 배우고, 그룹 프로젝트를 통해 배운 이론들을 실제 마케팅 계획을 세우는데 적용해보는 것이 이 강의의 주요한 목표이다.</p> <p>The overall objective of this course is to introduce you to the fundamental principles and concepts of marketing and to provide you a structure for applying marketing in a decision making framework. By the end of the course, each student should attain proficiency in the following areas:</p> <p>1)Understanding marketing concepts and their application to profit-oriented and non-profit oriented organizations;</p> <p>2)Applying these concepts to the analysis of marketing problems and development of appropriate and creative marketing strategies to solve these problems;</p>		
교과목 해설	<p>본 과목은 마케팅컨셉트를 효율적으로 실현하기 위한 방안을 모색하는 것이다. 마케팅 의사결정자가 통제할 수 있는 주요 변수인 제품, 가격, 유통, 촉진(마케팅 믹스)에 관한 사항을 심도 있게 검토한다. 또한 마케팅활동의 계획, 조직, 실시, 통계, 조정 등에 관해서도 다룬다.</p>		
강의진행 방법	<p>1. 중간 기말 고사 및 그룹 프로젝트를 통해 기본적인 이론들을 배우고, 그 이론들을 실제 삶에 적용시키는 시간을 가져본다.</p> <p>A)Mid & Final-Term Exams</p> <p>These are closed-book, in-class, individual based tests which will be held during the official mid-term and final term exam period as scheduled by the university. There will be 1~1:30 hours to complete each exam. The performance on these 2 exams will constitute 70% of your final grade.</p> <p>B) Group Projects</p> <p>Groups of 5-6 students (depending on the number of registered students) will be formed at the beginning of the semester. The assignments/projects described below will be conducted and students will be graded as a group. The group based projects will constitute 25% of your final grade. Please note that a peer group evaluation will be performed by all groups at the end of the course. All groups will set their own rules regarding the functioning of their group which includes attendance at meetings, work allocation and contributions to group assignments. Students not performing according to the group's standards will have their grade lowered accordingly</p>		