

# Syllabus

## Marketing Seminar

Course Name	Course type (credit/hours)		전선(3/3)		Course code	
	Target students Division/major/grade		/		Opening semester	
	Class time and classroom		목11(다B112) 목12(다B112) 목13(다B112)(다B112)			
Reference to this course	Related basic courses					
	Recommended concurrent courses					
	Related advanced courses					
Instructor	Name (title/division)					
	Office Room Number		Office phone Number	2720	e-mail	chojwn@ajou.ac.kr
	Office hours		Homepage address			
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

### 1. Introduction

This course is designed to study marketing management and strategy for doctoral students. The topics include marketing management review, marketing theory building, competition, positioning, innovation, pricing, advertising, and channels of distribution.

### 2. Course Objectives

### 3. Class types and activities

#### 4. Teaching Method

Lecturer explains basic ideas on each topic and students will discuss on the assigned papers.  
Each student should write a research paper for a term.

#### 5. Knowledge and ability required for taking this course

#### 6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

participation on the discussion: 20%  
midterm exam: 25%  
final exam: 25%  
research term paper: 30%

## 7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
참고자료	assigned research paper			

## 8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	marketing management review(1)	lecture	
2	marketing management review(II)	lecture	
3	marketing theory building	seminar	
4	prospect theory	seminar	
5	marketing strategy(I)	seminar	
6	marketing strategy(II)	seminar	
7	market segmentation( ㅈ )	seminar	
8	positioning, midterm	seminar	
9	innovation	seminar	
10	new product management, diffusion theory	seminar	
11	channels of distribution (I)	seminar	
12	channels of distribution (II)	seminar	
13	private label	seminar	
14	pricing strategy	seminar	
15	advertising strategy	seminar	
16	marketing mix coordination, final exam	seminar	

## 9. Others