

# Syllabus

## 창업 마케팅 관리론 ( Venture marketing management )

Professor	Name	Jae Wun Cho	Course	Major	Department	Business Administration
	Position	Professor			Major	Marketing
	Department	Business Administration				

### 1. Overview of the Subject

### 2. Overview of Teaching Method

<p>Teaching Methods</p> <ol style="list-style-type: none"><li>1. In order to maximize learning effects discussion participation (both quality and quantity) and two exams will be considered. Each will be counted for the final grade.</li><li>2. The types of class participation will include answering lecturer' s questions, participating in the case analysis, raising questions, addressing current business issues, etc.</li></ol> <p>Administrative Policy:</p> <ol style="list-style-type: none"><li>1. Students are encouraged to actively participate in the discussion in the class. Participation will be evaluated and considered in the grade.</li><li>2. Midterm and final exams will be given online in English containing T/F and multiple choice (will be explained more in detail in the class). Questions are randomized so that you should prepare well. Cheating will be severely punished (grade F).</li><li>3. Absence of the class will affect the grade. But, any proof for the absence (severe disease, death of direct relatives, etc) will be exempt of absence. If you have any other special reasons for missing a class, you must discuss with lecturer in advance. Any ex post excuse will not be absolutely allowed.</li></ol>
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### 3. Grading

<p>Course Evaluation:</p> <ol style="list-style-type: none"><li>A. Class Participation (including absence): 20%</li><li>B. Midterm Exam: 40% (true/false, multiple choice, 50 questions)</li><li>C. Final Exam: 40% (true/false, multiple choice, 50 questions)</li></ol>
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#### 4. Textbooks and References

	Textbook	Author	Publisher	Year
Main	Lecture Note	Jaewun Cho		2021
Supplementary	Marketing Principles	Kotler, Armstrong	Any version	

#### 5. Class Plan

Week	Content	Method	Note
1	refer to the attached file		

#### 6. Others

None
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