Marketing Management

Course Name	Course type (credit/hours)	Required course(3/3)	Course code	I047
	Target students Division/major/grade	Business Administration/Sophomore	Opening semester	2021 2ND SEMESTER
	Class time and classroom	Tue D()Thu C()	English Grade	A(100%English)

Reference to this course	Prerequisite courses	
	Related basic courses	
	Recommended concurrent courses	
	Related advanced courses	

Instructor	Name (title/division)	Hwanho Choi(Associate Professor, Business Administration)				
	Office Room Number	Dasan 510-1	Office phone Number	2726	e-mail	
	Office hours		Homepage address			
Teaching Assistant	Name (title/division)					
	Office Room Number		Office phone Number		e-mail	

1. Introduction

This class is designed to introduce the fundamental aspects of marketing.
The class will focus on the basic marketing concepts, the role of marketing in the organization and the role of marketing in society.
Students are required to actively share their opinions and participate in class discussion with other students.

Due to the uncertainty of COVID-19, This course is a (real-time) web-based course.
Each week, we will have live zoom lectures. There also will be live discussion sessions using Zoom.
To join the live session, an electronic device with a webcam, microphone, speaker is required.

2. Course Objectives

The primary objective of this class is to provide you with a comprehensive understanding of marketing.
At the end of this course, students will be able to understand basic theoretical knowledge in core areas of business administration.
ILO (Intended Learning Objective): K1 - Students undestand basic theoretical knowledge in core areas of business administration.

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K1	

3. Class types and activities

Each week,lectures will be delivered to offer fundamental understanding about each subject.
During the lecture time, students are encouraged to express and share their thoughts.
Students will also be required to carry out a group project about a given topic to achieve in-depth understanding about marketing.

4. Teaching Method

- [V] lecture
- [V] team project(presentation and case studies)
- [ ] designing and production
- [ ] others

- [V] discussion and debate
- [ ] experiments(role-playing,etc)
- [ ] on-site learning(on-site training)

5. Support Systems in Use

- [V] AjouBb
- [V] cyber lecture
- [ ] class behavior analyazing system

- [ ] automatic recording system
- [V] online content
- [ ] others

- [V] web-based assignment

6. Teaching Tools

☑ PBL(Problem Based Learning)	☑ CBL(Case Based Learning)	☑ TBL(Team Based Learning)
☐ UR(Undergraduate Research)	☐ FL(Flipped Learning)	☐ DSAL(Data Science Active Learning)
☐ others		

7. Knowledge and ability required for taking this course

Competent academic writing skills
Searching, utilising and understanding suitable academic materials

8. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam		55	
quiz			
presentation		35	
discussion			
homework			
etc		10	Class Participation
study hours			

9. Textbook and supplementary material

Main/Sub	Title (Web-site)	Writer	Publisher	Publication year
Main	Principles of Marketing 17th ed	Philip Kotler and Gary Armstrong	Pearson	2017
Ref.	Essential Reading (will be available on Ajou BB)			

10. Class system and Class shedule

< Class Schedule >

Weeks	Topics	language	Instructor	Teaching Method	Evaluation Method	Matter to be prepared
1	Orientation and Introduction	E	Hwanho Choi			
2	Understanding Marketing	E	Hwanho Choi			
3	Understanding Marketing	E	Hwanho Choi			
4	Marketing Mangement Orientations	E	Hwanho Choi			
5	Customer Value and Marketing myopia	E	Hwanho Choi			
6	Strategic Planning	E	Hwanho Choi			
7	Mircoenvironment	E	Hwanho Choi			
8	Team Project Meeting	E	Hwanho Choi			
9	Macroenvironment	E	Hwanho Choi			
10	Segmentation, Targeting and Positioning	E	Hwanho Choi			
11	Digital Marketing	E	Hwanho Choi			
12	Team Project Presentation	E	Hwanho Choi			
13	Team Project Presentation	E	Hwanho Choi			
14	Team Project Feedback	E	Hwanho Choi			
15	Final Exam	E	Hwanho Choi			
16	Feedback of Final Exam	E	Hwanho Choi			

11. Other items of notification