

2023Year 2nd Semester Syllabus

Created Date	2023-06-14 09:24:14		Last-Modified	2023-06-14 09:31:41
Course Title	PRINCIPLES OF MARKETING		Course Code-Section	IEE2060-02
Credit/Time/ Experiment, Lab, Practical Technique Time	3/Wed9/Fri9,10		Department	Undergraduate
Time	Wed9/Fri9,10		Location	Realtime online lecture/Pre-recorded lecture(Unable to take other class)
Exam Date & Time	Midterm exam		Final exam	
Class Language	English		Evaluation Type	Absolute evaluation

Instructor's Profile	Name	Lim Dongjin	Contact Information	Telephone	010-5185-6573
	Department	국제처		Mail	AMURO0701@GMAIL.COM
	Office			Interview information	by appointment

TA's Name & Contact Information	Name		Contact Information	Telephone	
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Course Description Brief Introduction of the Course	This course is focused on delivering the basic knowledge of marketing and on building up the marketing oriented mind or thinking. As such, the course intends to provide insights into the basic principles of marketing, including the concepts and tools used by marketing managers and issues that they encounter. Specifically, students will deal with many cases, and discussions in the class as well as through the assignments.				
Course Goals	1.	Korean	마케팅의 기초를 이해한다.		30%
		English	To understand the basics of marketing		
	2.	Korean	마케팅의 응용을 이해한다.		30%
		English	To understand the application of marketing		
	3.	Korean	다양한 마케팅 사례들을 분석한다.		40%
		English	To analyze various marketing cases		
	4.	Korean			0%
		English			
	5.	Korean			0%
		English			

Core Competencies	The total measurable competencies must be 100%. Each course objective should set the competency as 25%. The core and major competencies should equal at least 50%.						
Sub-Competencies/Learning Unit1							
Sub-Competencies/Learning Unit2							
Sub-Competencies/Learning Unit3							
Core Competencies(Liberal Arts)/Major competency(Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).						
Sustainable Development Goals							
Average Recommended Amount of Learning per	Average Reading Volume		Average amount of writing(Based on A4)				
Course Methods (%) Total Amount 100	Lecture	Practice Training	Presentation	Dabate	Team Project		
	80%	0%	0%	20%	0%		
Course Methods 2 Select Relevant Items	PBL Subject	Capstone Design	CBL, Social Innovation Course	Flipped Classroom	Work Experience, Internsh		
Grading Policy(%) Total Amount 100 Free Input for Other Information	Midterm exam	Final exam	Quiz	Individual Assignment	Team Assignment	Attendance	Others
	0%	0%	0%	60%	0%	15%	25%
Assignment/ Report, Project Guide	Title of Assignment/Project Name, and Method of Filling Out		Submission Deadline	Type of Submission and Method			
Prerequisite	None		Online Course Address	LearnUs			
Course Material	Course Material Name	Author	Publisher	Publish Year	ISBN		
Main Learner Precautions	ZOOM (Wednesday 17:00~17:50) URL: https://zoom.us/j/3839787025 ID: 383 978 7025 Passwords are not required.						
Attachment							

Weekly Plan

week	Period	Weekly Topic & Contents	Remarks
1	2023-09-01 2023-09-07	Course introduction, orientation	(9.1.) Fall semester classes begin (9.5. - 9.7.) Course add and drop period
2	2023-09-08 2023-09-14	Marketing research	
3	2023-09-15 2023-09-21	Global and domestic marketing	
4	2023-09-22 2023-09-28	Consumer behavior	09.28 추석
5	2023-09-29 2023-10-05	Positioning	(9.28. - 9.30.) 추석연휴 (10.3.) National Foundation Day 09.29 추석, 09.30 추석, 10.03 개천절
6	2023-10-06 2023-10-12	Online marketing	(10.8.) First third of the semester ends (10.9.) Hangeul Proclamation Day 10.09 한글날
7	2023-10-13 2023-10-19	Advertising and promotion	
8	2023-10-20 2023-10-26	To be announced	(10.20. - 10.26.) Midterm Examinations
9	2023-10-27 2023-11-02	Innovation	(10.27. - 10.31.) Course withdrawal period (11.1. - 11.3.) Application Period for S/U evaluation
10	2023-11-03 2023-11-09	Price strategy	
11	2023-11-10 2023-11-16	Distribution channel	(11.14.) Second third of the semester ends
12	2023-11-17 2023-11-23	Marketing communication	
13	2023-11-24 2023-11-30	Case study 1	
14	2023-12-01 2023-12-07	Case study 2	
15	2023-12-08 2023-12-14	Wrap-up and summary	(12.8. - 12.14.) Self-study
16	2023-12-15 2023-12-21	To be announced	(12.15. - 12.21.) Final Examinations

• Students with disabilities(SWDs) can request accommodations related to lectures, assignments, or tests by contacting the course professor at the beginning of semester.
(However, accommodations may vary depending on the essentiality of lecture and discretion of professors.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker

- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
 - Hearing Impairment: note-taker/stenographer, recording lecture
 - Intellectual Disability/Autism: note-taker
- [Assignments and Test]
- Visual/Physical/Hearing Impairment: (reasonable) extra days for submission, alternative type of assignment, extended test time, alternative type of test, arranging separate test room, and proctors, test ghostwriter
 - Intellectual Disability/Autism: (reasonable) extra days for submission, alternative type of assignment