

## 2024Year 1st Semester Syllabus

Created Date	2023-12-05 14:50:20		Last-Modified	2023-12-18 10:41:54	
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		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(	<b>Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).</b>						
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: <a href="https://zoom.us/j/3839787025">https://zoom.us/j/3839787025</a> ID: 383 978 7025 Passwords are not required.						
Attachment							

## Weekly Plan

week	Period	Weekly Topic & Contents	Remarks
1	2024-03-02 2024-03-08	Course introduction, orientation	(3.2.) Spring semester classes begin (3.6. - 3.8.) Course add and drop period
2	2024-03-09 2024-03-15	Marketing research	
3	2024-03-16 2024-03-22	Global and domestic marketing	
4	2024-03-23 2024-03-29	Consumer behavior	
5	2024-03-30 2024-04-05	Positioning	
6	2024-04-06 2024-04-12	Online marketing	(4.8.) First third of the semester ends
7	2024-04-13 2024-04-19	Advertising and promotion	
8	2024-04-20 2024-04-26	To be announced	(4.20. - 4.26.) Midterm Examinations
9	2024-04-27 2024-05-03	Innovation	(4.29. - 5.1.) Course withdrawal period (5.2. - 5.3.) Application period for S/U evaluation
10	2024-05-04 2024-05-10	Price strategy	(5.2. - 5.4.) Application period for S/U evaluation (5.5.) Children's day (5.6.) Alternative holiday for Children's Day
11	2024-05-11 2024-05-17	Distribution channel	(5.15.) The day of Buddha's coming, Second third of the semester ends
12	2024-05-18 2024-05-24	Marketing communication	
13	2024-05-25 2024-05-31	Case study 1	
14	2024-06-01 2024-06-07	Case study 2	(6.6.) Memorial day
15	2024-06-08 2024-06-14	Wrap-up and summary	(6.8. - 6.14.) Self-study
16	2024-06-15 2024-06-21	To be announced	(6.15. - 6.21.) 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