

Marketing Management

KHU – GSP

Spring Term: 2 March – 8 June 2017

Thursday 12:00 – 14:45 (Room #207)

Lecturer: Chan Woo Lee, Ph.D

(Office: 02-501-2533, Mobile 010-8952-0001)

DESCRIPTION

The subject of this course is in the managerial dimension of marketing. This course pursues to have the students understanding on the specific theoretical contexts and managerial issues in marketing beyond the scope of introductory course.

The course could be divided as five steps – (1) Understanding of Marketing Management, (2) Analyzing Marketing Opportunities, (3) Understanding of Marketing Mix elements, (4) Strategic Marketing Issues, and (5) Global Marketing Perspective. In addition to these context issues, the individual and/or group studies and presentations are also assigned.

COURSE FORMAT & REQUIREMENTS

This course will be taught through brief lectures, case analyses and group study and presentations. Active participations from all students are required and highly encouraged.

Lectures will be made on the basis of (common) texts and references. Case analyses are going to be made by and presented by individuals on the topic. The report, as a case analysis by individual, should be submitted and is being evaluated by the lecturer.

Group discussions and presentations will be arranged on the specific managerial issues (TBA) at the end of the course.

MATERIALS

Text: Title: Marketing Management (14th Edition)
Authors: Philip Kotler and Kevin Lane Keller
Publisher: Pearson Education
ISBN-13: 978-0-273-75336-0

Ref. Title: Principles of Marketing (16th Edition)
Authors: Philip Kotler and Gary Armstrong
Publisher: Pearson Education
ISBN 13: 978-1-292-09248-5

EVALUATION

The students registered for this course are evaluated in terms of three different categories. These are (1) individual case study and presentation, (2) group presentation, and (3) the mid-term & final examinations. The grade (points) will be determined based on the following way;

Class attendance	20%
Individual case study and presentations	20%
Group works & contributions	30%
The examinations or Term paper	30%

CLASS SCHEDULE

Week 1:	2 March
Topic:	Introduction & Class Arrangement - Marketing for the Future
Reading:	Text Ch. 1
Week 2:	9 March
Topic:	Developing marketing strategies and plans
Reading:	Text: Ch.2

Week 3:	16 March
Topic:	Marketing environment (I) Marketing research (I)
Reading:	Text: Ch.3, 4
Week 4:	23 March
Topic:	Marketing environment (II) Marketing research (II)
Reading:	Text: Ch.3, 4
Week 5:	30 March
Topic:	Customer values & Consumer markets Individual Presentations
Reading:	Text: Ch.5, 6
Week 6:	06 April
Topic:	Analyzing business market and market segments Individual Presentations
Reading:	Text: Ch. 7, 8
Week 7:	13 April
Topic:	Brand issues Individual Presentations
Reading:	Text: Ch. 9-11
Week 8:	20 April
Topic:	Mid-term Examination
Reading:	N/A
Week 9:	27 April
Topic:	Marketing Mix: Product and services Individual Presentations
Reading:	Text: Ch.12, 13
Week 10:	04 May
Topic:	Marketing Mix: Price

	Individual Presentations
Reading:	Text: Ch.14
Week 11:	11 May
Topic:	Marketing Channel & Distribution Group works
Reading:	Text: Ch.15-16
Week 12:	18 May
Topic:	Marketing communications Group works
Reading:	Text: Ch. 17-19
Week 13:	25 May
Topic:	Global markets and Strategy Group works
Reading:	Text: Ch. 20-22
Week 14:	01 June
Topic:	Group presentations Conclusions
Reading:	N/A
Week 15:	08 June
Topic:	The Final Examination
Reading:	References

OTHER COMMENTS

Absolutely no absenteeism is allowed for both of the class and group work.