

Spring 2017
국제통상연습 1 (마케팅 매니지먼트)
Workshop in International Commerce 1 (Marketing Management)

Dr. Hyekyung Hwang, Ph.D., University of Hawaii at Manoa

Class hours: Thursday 2:00 pm to 5:00 pm, 140/102

Office hours: By appointment. Please send me an e-mail to set up an appointment.

Email: hwangh@snu.ac.kr

Text

My Powerpoint Material and Reading List Articles (will be provided via ETL)

Framework for Marketing Management (ISBN-13: 9780132539302)

Philip Kotler and Kevin Lane Keller, Prentice Hall, 5th Edition (Other Edition works fine)

Course Description & Objectives:

- (1) Students will acquire understanding of the basic role of markets and marketing in society.
- (2) Students will learn basic marketing concepts and marketing processes.
- (3) Students will be exposed to the basic practices and problems in marketing and apply introductory marketing concepts to real world questions.
- (4) Students will develop critical thinking, writing, presentation, and teamwork useful for future managers.

Course Format

The course will consist of assigned reading material, lectures, discussions, and case studies. Lectures will cover major points from the text as well as material not addressed in the text. Lectures will generally follow the text, but are not intended to cover in detail material that can be learned from reading. Marketing case studies, and their discussion, will be used to provide students the opportunity to explore and apply marketing concepts and sharpen their analytical and decision-making skills. A marketing plan project will provide an opportunity for real-world application.

Grading

Midterm	100 points
Final Exam	100 points
Final Marketing Plan Team Reports	80 points
Final Marketing Plan Team Presentation	60 points
Assigned Reading Critique	40 points
Class participation	<u>20 points</u>
Total	400 points

1. Examinations

There will be two examinations to test students' knowledge of core concepts. The *approximate* dates of examinations are shown in the syllabus. The content will be based on a sampling of all presented and all assigned material whether specifically discussed in class or not.

Midterm Exam (100 points): Midterm examination will cover texts, lectures, and discussions following the syllabus order and will consist of multiple choice questions and short essay questions.

Final Exam (100 points): The final exam will mainly emphasize material covered after the midterm. However, an understanding of and ability to integrate the more important concepts from earlier chapters and classes will also be tested. The exam format will be partly multiple choices but will also likely include short answer essay questions.

There are no make-up exams except in extreme cases in which formal documentation (e.g., police report or doctor's note) is provided. In these cases there will be one make-up exam scheduled.

2. Projects & Assignments

Group Projects:

Marketing Plan Team Reports (80 points) & Marketing Plan Team Presentation (60 points):

There is one major exercise for the semester, the analysis of the marketing environment of a specific brand/company and the offer of marketing strategy to possibly better/turn around the specific brand/company. For research on this project, the class will be broken into groups (four or five students per group). The project requires both a formal, typewritten report to be turned in on the date indicated in the class schedule and a formal, in-class presentation. This required paper is to be written and submitted and the presentation is to be made by the group as a whole. General guidelines for this project will be distributed in class.

Note on Group Participation and Evaluation: The highest grade any individual student can receive on a group assignment is the grade assigned by the instructor for that assignment. All individuals will also be evaluated by their group members at the end of the semester (Peer evaluation form will be distributed through ETL). Assessment of the written report consists of both average of team members' evaluations (30%) and instructor's assessment of group report (70%). Evaluation of the presentation will be made up of the average of the non-presenting students' evaluations (30%) and instructor's evaluation (70%). Points will be deducted from your presentation if you do not provide evaluations for all other groups' presentations. In the event of any major discrepancies, the instructor will determine the final grade.

Individual Assigned Reading Critique (40 points): All students are responsible for reading and reviewing all assigned reading, including case studies prior to class. You should also be prepared to discuss the readings, questions you may have, and examples and illustrations from your knowledge and experience. In addition, you are required to hand in a one-page written (Times New Roman, 12-point type) analysis for all each of them. The report is due before the beginning of class on the day that the case is discussed. You are expected to identify the main objective of the article, highlight the key points, and provide your opinion of the ideas suggested in the article. Finally you should also be prepared to present your analysis orally as well in class.

Note: Any project not turned in on the due date will be penalized based on the number of days it is late.

3. Class Preparation & Participation (20 points)

Attendance and Class Discussion: Class participation is a critical part of learning. You will be expected to have done all readings prior to class to increase the quality of class discussions. Attendance is required for in-class participation and all students are expected to participate. Discussion will be used to highlight important concepts from both lecture and the book. In addition, video cases may be used to enhance discussion. Material from the cases will be covered on the exams.

Absences may be excused if the instructor is notified via email prior to class, or in uncontrollable circumstances within one day after the class, and approval is received. Submission of printed “Student Information Sheet” at the end of syllabus on the first class constitutes one of the attendance requirements. More than 3 absences are unacceptable in this course.

Electronic Devices including Laptop and Cellular Phone Policy: Taping of any kind is not allowed in the classroom without the permission of the instructor. Cellular phones, pagers, and the like are not to be on during class unless the instructor is notified that an unusual situation demands it. Using Laptops for note taking is allowed but for any course unrelated activities including web-browsing & on-line chatting are NOT allowed during class. Any violations will influence on your grade.

Extra Credit: Extra credit may be offered during the course.

Plagiarism and Any Academic Dishonesty will be punished severely.

Special Needs: Any student with special needs should bring this to the attention of the instructor as soon as possible, but not later than the second week of class.

Evaluation/Grade Change Policy:

The course syllabus outlines the evaluation of grades for this course and the instructor will abide by these guidelines. However, if a student believes that an oversight has occurred in the evaluation of his/her grade, he/she should contact the instructor via email within one week (five business days) after receiving the grade. Students should be aware that when requests for re-evaluation are made, the instructor reserves the right to re-evaluate the entire assessment, which could possibly lower or raise the initial grade in question.

Continuous Improvement and Student Feedback

TENTATIVE COURSE OUTLINE

(The assignments and schedule are subject to change at the discretion of the instructor)

Week	Date	Topic	Assignments
1	3/2	-Introduction to course and marketing	-Student Info Sheet Due (Minus points for turning in late)
2	3/9	Market Orientation & Performance Strategic Planning Group Formation & Team Contract (in class activity)	Text, Ch1, 2 Assigned Readings
3	3/16	Market Environment Market Research The Marketing Plan	Text, Ch3 Assigned Readings -Group Project: choice of a brand/firm due
4	3/23	Consumer and Business Markets	Text, Ch 4,5, and 6 Assigned Readings
5	3/30	Segmentation, Targeting, and Positioning	Text, Ch 7 Assigned Readings
6	4/6	Branding Decisions	Text, Ch8, 9 Assigned Readings -Submit 1st draft of Marketing Plan Team Reports
7	4/13	Midterm	
8	4/20	Products and Services	Text 10, 11 Assigned Readings
9	4/27	Pricing Decisions	Text, Ch 12 Assigned Readings
10	5/4	No Class	
11	5/11	Channels and Networks	Text, Ch 13, 14 Assigned Readings
12	5/18	Advertising and Promotion Decisions	Text, Ch15 - 17 Assigned Readings
13	5/25	Marketing Plan Team Presentation	
14	6/1	Marketing Plan Team Presentation	- Marketing Plan Team Written Reports Due -Team Project Peer Evaluation Due
15	6/8	FINAL EXAM	

STUDENT INFORMATION SHEET

The purpose of this form is to help me get to know who you are. Please fill it out and return it to me in the first meeting (Week 1: 3/2) of our class. This constitutes the first requirement for this course. Please print.

Name:

E-mail:

Other universities attended:

Major Field(s):

Work Experience:

Career Objective:

Other/Hobby (optional):

**Attach a snapshot of yourself here.
This is part of the requirement.
Just about any picture will do as
long as it is clear.
(No photocopy please)**