

Syllabus [2025Year 2 Term]

Course Information

Course Title	International Marketing	Credits	3
Course Code	320280-3	Required/Elective (For Undergraduate Courses)	Selective majors
Department or Major	Department of International Business Administration	Language	English
Methods of Teaching		Lecture Room	월4,5,6/수4,5,6(국제503)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) Performance(0) Designing & Planning(0)	Cyber Lectures	
Course Type	offline		
Cyber Lectures Preview			

Lecturer

Lecturer	Name	Haejoo Han	Rank	Assistant Professor	Final Academic Degree	경영학박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	—		e-mail	haejoohan@dankook.ac.kr	
	Field of Interest					

Course Summary

Course Description	<p>This course explores marketing strategies and principles in the global marketplace, with a focus on how multinational companies operate across diverse cultural and economic environments.</p> <p>Building on theories learned in the Basic Marketing course, students will engage with a variety of case studies to deepen their understanding of advanced and specialized marketing theories, global market entry strategies, and localization approaches.</p> <p>Through this process, students will develop the ability to analyze consumer behavior in global contexts and make strategic marketing decisions.</p>
Description Related Courses	<p>Prerequisite: Basic Marketing</p> <p>Students must have completed the Basic Marketing course prior to enrolling in this course.</p>
Course Goals	

Projected Results	<ul style="list-style-type: none"> • Gain a comprehensive understanding of the global market through international marketing theories and real-world cases. • Acquire knowledge of various global market entry and localization strategies. • Develop the ability to analyze global consumer behavior and devise appropriate marketing strategies. • Understand ethical issues and cultural considerations in the global business environment.
Percentage of the original language classes(%)	English 100
Cyber Lectures Preview	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course Orientation The Scope and Challenge of International Marketing		강의, 토의토론수업,	
2	The Dynamic Environment of International Marketing		강의, 토의토론수업, 문제해결학습(BPL),	
3	Developing a Global Vision through Marketing Research		강의, 토의토론수업, 문제해결학습(BPL),	
4	Global Marketing Management: Planning and Organization (1)		강의, 토의토론수업, 문제해결학습(BPL),	
5	Global Marketing Management: Planning and Organization (2)		강의, 토의토론수업, 문제해결학습(BPL),	
6	Products and Services for Consumers and Businesses (1)		강의, 토의토론수업, 문제해결학습(BPL),	
7	Midterm Exam		강의,	
8	Products and Services for Consumers and Businesses (2)		강의, 토의토론수업, 문제해결학습(BPL),	
9	Integrated Marketing Communications and International Advertising (1)		강의, 토의토론수업, 문제해결학습(BPL),	
10	Integrated Marketing Communications and International Advertising (2)		강의, 토의토론수업, 문제해결학습(BPL),	
11	Pricing for International Markets		강의, 토의토론수업, 문제해결학습(BPL),	
12	International Marketing Channels		강의, 토의토론수업, 문제해결학습(BPL),	
13	Team Project Preparation		강의, 토의토론수업, 팀기반학습(TBL), 프로젝트기반학습(PBL),	
14	Team Project Presentation		강의, 토의토론수업, 팀기반학습(TBL), 프	

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
			로젝트기반학습(PBL),	
15	Final Exam		강의,	

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	25%	
2	Final-exam	25%	
3	Pop Quizzes	0%	
4	Assignments	15%	Individual assignment
5	Reports	0%	
6	Presentations & Discussions	5%	Participation
7	Attendance	10%	
8		0%	
9	Others	20%	Team project
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력	부역량	0%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력		0%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력		0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력	부역량	0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동	주역량	0%

핵심가치	전공역량	역량정의	역량구분	값(%)
n)		적으로 해결할 수 있는 능력		
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력		0%
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력		0%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력		0%

Textbook(s) & References

Description	Title	Author	Publisher
Required Textbook	INTERNATIONAL MARKETING, 19th ed	Cateora, Money, Gilly, Graham	McGraw Hill
Required Textbook	Strategic Marketing Management: Theory and Practice	A. Chernov	Cerebellum Press

Memo

This course aims to cultivate the ability to apply theoretical knowledge to real-world situations through diverse case studies.
Thus, active participation, discussion, and voluntary presentations by students are ESSENTIAL components of the class.