

Syllabus [2025Year 1 Term]

Course Information

Course Title	Basic Marketing	Credits	3
Course Code	469580-1	Required/Elective (For Undergraduate Courses)	Mandatory Major
Department or Major	Department of International Business Administration	Language	English
Methods of Teaching		Lecture Room	화10,11,12/ 목10,11,12(국제505)
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 aims to explore the marketing strategies employed by international companies across various industries. It addresses the essential concepts and issues required for their successful implementation and operation.</p> <p>The primary goal of this course is to familiarize students with the key components of crafting marketing strategies for products or services. This course covers various aspects of marketing, including market research, consumer behavior, product development, pricing strategies, promotion, and distribution.</p>
Description Related Courses	This course is one of the most fundamental marketing courses. Therefore, students should take advanced marketing courses after completing this course.
Course Goals	

Projected Results	<p>This course is designed for those who have an interest in developing effective marketing strategies and are considering a career in the field of marketing.</p> <p>After completing this course, students will understand the basic principles of marketing and acquire the essential theories and methods to design effective marketing strategies.</p>
Percentage of the original language classes(%)	English 100%
Cyber Lectures Preview	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course Overview		강의,	
2	Understanding Marketing Analyzing the Market Environment		강의, 토의토론수업,	
3	Consumer Buying Behavior		강의, 토의토론수업,	Team formation
4	Conducting Marketing Research (1)		강의, 토의토론수업,	
5	Conducting Marketing Research (2) Segmentation, Targeting, and Positioning (1)		강의, 토의토론수업,	
6	Segmentation, Targeting, and Positioning (2)		강의, 토의토론수업,	
7	Midterm Exam		강의,	Closed-book
8	Product Strategy		강의, 토의토론수업,	
9	Pricing Strategy		강의, 토의토론수업,	
10	Promotion Strategy (1)		강의, 토의토론수업,	
11	Promotion Strategy (2)		강의, 토의토론수업,	
12	Place Strategy		강의, 토의토론수업,	
13	Team Project Preparation		토의토론수업, 팀기반학습(TBL), 프로젝트기반학습(PBL),	
14	Team Project Presentation		토의토론수업, 팀기반학습(TBL), 프로젝트기반학습(PBL),	
15	Final Exam		강의,	Closed-book

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	25%	
2	Final-exam	25%	
3	Pop Quizzes	0%	
4	Assignments	30%	
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	15%	
8		0%	
9	Others	5%	Participation
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력	주역량	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		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 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력	부역량	0%

핵심가치	전공역량	역량정의	역량구분	값(%)
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력	부역량	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	Essentials of Marketing, 18e	Cannon, Perreault, McCarthy	McGraw Hill
Required Textbook	M: Marketing	Grewal, Levy	McGraw Hill
Recommended Textbook	Principles of Marketing	Kotler, Armstrong	Pearson

Memo

This class requires active participation from students.
Students will need to solve brief case studies with their peers or present their own opinions.