

강의계획서 (Syllabus)

2019학년도 제1학기

교과목명 (Course Title)	학수번호 (Course No)	이수구분 (Course Classification)	강의실/수업시간 (Classroom & Time)	학점 (Credit)
마케팅원론(NCS)	DBA2017-01	전필	월7.0-8.0, 수7.0-8.0 202-290(사회과학/경영관 207 MBA 203 강의실) 202-290(사회과학/경영관 207	3

담당교수(Instructor)		담당조교(Teaching Assistant)	
이름(Name)	유창조	이름(Name)	정혜령
연구실 위치 (Office)	L503		
연락처1(연구실) (Office Phone Number)		연락처1(연구실) (Office Phone Number)	
e-메일(E-mail)		e-메일(E-mail)	
연락처2(휴대폰) (Cellular Phone)		연락처2(휴대폰) (Cellular Phone)	
상담시간 (Office Hours)	15:00-16:00(Mon, Tus) or by appointment	상담시간 (Office Hours)	

강의개요 (Course Description)	To be a top tie business school in Asia, we will develop global leaders equipped with creative thinking, specialized knowledge and ethical principles. DBS has the following five specific missions.
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강의목표 (Course Objectives)	The objectives of this course are to (1) provide students' specialized knowledge with a fundamental understanding of the marketing process; (2) discuss some of the marketing strategy alternatives available to marketing managers; (3) increase students' insight for marketing decision (4) develop creative thinking/problem solving skills for marketing problems and (5) develop students' written and oral communication skills in English.
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모의수업 실시여부(교직)	
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강의구조 (Course Structure)	강의방법(Method)	비율(Percentage)
	강의(Lecture)	70
	토론발표(Discussion/Presentation)	30

평가요소 (Category)	비율 (Percentage)	
	변경전	변경후
출석 (Attendance)	15	
중간고사 (Midterm Exams)	39	
기말고사 (Final Exams)	39	
과제 (Homework)	7	

교재 및 참고서적 (Textbooks & Reference books)	구분 (Type)	교재명 (Title)	저자 (Author)	출판사 (Publisher)	출판년도 (Published Date)	지정도서 (Course Reserved books)
	주교재 (Primary Textbook)	marketing: An Introduction (13e)	Armstrong and Kotler	Pearson, Prentice Hall	2017	
	부교재 (Secondary Textbook)	마케팅입문	안광호, 유창 조, 전승우	피어슨 에듀케이 션 코리아		

과제 (Assignments)	과제명 (Assignment Title)	제출일자 (Due Date)	제출방법 (Mode of Submission)
	Career Plan	6월 12일	file submission

수강요건 (선수과목포함) (Course PreRequisites)	
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실험실안전 교육계획	
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기타 안내사항 (Other Information)	
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E-mail and E-Class	E-mail and E-class will be used as the primary tools of communication with students. Students are responsible for all information sent via their designated e-mail accounts and posted on the e-class by the professor.
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Academic HONESTY	This class follows the University's policy of academic integrity that is available in the University course catalog.
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Assurance of Learning – Learning Goals & Learning Objectives

Chk	Learning Goals		Learning Objectives		Level of Concentration
√	UG1	Global competitiveness	UG1-01	Ability to communicate in English at an acceptable level	1
	UG1	Global competitiveness	UG1-02	Ability to identify and understand global dynamics of business and economic differences	
	UG2	Innovative thinking and problem solving ability	UG2-01	Ability to understand a functional interaction of business environment	
√	UG2	Innovative thinking and problem solving ability	UG2-02	Ability to set up strategies to solve business problems	3
√	UG3	Business ethics	UG3-01	Ability to understand ethical problems related to business	3
	UG3	Business ethics	UG3-02	Ability to identify corporate social responsibility	
√	UG4	Functional knowledge in management	UG4-01	Ability to adapt to fast changing business environment	2
	UG4	Functional knowledge in management	UG4-02	Ability to recognize and analyze business problems	

Assurance of Learning – Assessment Tools

ID	Tools	Check
TC11	Class Homework	
TC21	Team Project	
TC22	Individual Term Project	√
TC23	Individual Presentation	
TC31	Student Survey Regarding Improvement in English Communication Capability	
TC32	Business Ethics Short Essay	
TC41	Class Quiz	

ID	Tools	Check
TC42	Class Exam	√
TC51	Discussion Evaluation	
TC54	Peer Evaluation	
ETC1		
ETC2		

주별 강의 일정(Class Schedule)

주 (Week)	강의내용 (Class Topic & Contents)	현장연계 수업여부(교직)	비고 (Remarks)
1	1) Orientation: Introduction of Course Structure 2) Ice Breaking 1: Beauty Tips		
2	Marketing: Creating and Capturing Customer Value (Ch.1) 1. Ice Breaking 2: 경쟁의 5단계 -What is Marketing? -Understanding the Market place and Customer Needs 2. Ice Breaking 3: 고객만족경영에서 고객체험경영으로 -Designing a Customer-Driven Marketing Strategy -Preparing an integrated Marketing Plan and Program Building Customer Relationships -The Changing Marketing Landscape		
3	Company and Marketing Strategy (Ch.2) 1. Ice Breaking 4: Marketing Myopia -Companywide Strategic Planning: Defining Marketing' s Role 2. Ice Breaking 5: My Career Plan -Planning Marketing: Building Customer Relationships -Marketing Strategy and the Marketing Mix		
4	Analyzing the Marketing Environment (Ch.3) 1. Ice Breaking 6: 90-10 Principle -The company' s Micro Environment -The company' s Macro Environment 2. Ice Breaking 7: Grit -Responding to the Marketing Environment		
5	Managing Marketing Information (Ch.4) 1. Ice Breaking 8: The Seven Habits of Highly Effective People - Marketing Information to Gain Customer Insights - Assessing Marketing Information Needs 2. Ice Breaking9: 여인과 누에고치 -Marketing Research		
6	Understanding Consumer Behavior (Ch.5) 1. Ice Breaking 10: 비련 관련 스토리		

주 (Week)	강의내용 (Class Topic & Contents)	현장연계 수업여부(교직)	비고 (Remarks)
	-Consumer Markets and Consumer Buyer Behavior -Buyer Decision Process 2. Ice Breaking 10: 나를 발전시킬 수 있는 방법 -Buyer Decision Process for New Products		
7	1. Real Marketing Review 2. iPad Case		
8	1. Mid-term Exam 2. Special Lecture by CEO		
9	Customer-Driven Marketing Strategy (Ch.6) 1. Ice Breaking 12: Rick Rigsby 대학연설 -Market Segmentation -Market Targeting 2. Ice Breaking 13: 루이콜츠 대학연설 -Differentiation and Positioning		
10	Holiday		
11	Product, Services and Brands (Ch.7) 1. Ice Breaking 14: 리츠칼튼 서비스 -What is a Product? -Product and Service Decisions 2. Ice Breaking 15: 조앤롤링 대학연설 -Branding Strategy: Building Strong Brands		
12	Pricing (Ch.9) 1. Ice Breaking 16: Spirit Airline 사례 -Factors to Consider When Setting Prices -New Product Pricing Strategies 2. Ice Breaking 17: Southwest 기내 방송 -Product Mix Pricing Strategies -Price Adjustment Strategies		
13	Marketing Channels (Ch.10) 1. Ice Breaking 18: 협력의 진화과정 -Supply Chains and the Value Delivery Network -Nature and Importance of Marketing Channels 2. Ice Breaking 19: Apple의 혁신 모델 -Channel Design Decisions -Channel Management Decisions		
14	Engaging Consumers and Communicating Customer Value		

주 (Week)	강의내용 (Class Topic & Contents)	현장연계 수업여부(교직)	비고 (Remarks)
	(Ch.12) 1. Ice Breaking 20: 싸이의 창의성 -The Promotion Mix -IMC 2. Ice Breaking 21: Creativity -Advertising -PR		
15	1. Final Exam 2. Supplementary lessons		

장애학생 지원내용	본 과목을 수강하는 장애학생은 수업에 필요한 별도의 지원이 필요한 경우, 담당 교강사 및 장애학생지원센터(서울 02-2260-3043)로 필요한 사항을 요청하시기 바랍니다.
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