

SUNY Korea

Course Syllabus: Principles of Marketing Fall 2022

Prof. Dae Ryun Chang

Room B505, email: daeryun.chang@sunykorea.ac.kr

Office Hours: Mon. & Wed. 1: to 2, and 4 to 5 or by appointment

Course Objectives:

This course integrates the theoretical and, more importantly, the managerial issues concerning the operation of the marketing discipline. More specifically the class will:

1. Introduce students to the basic marketing concepts of product, price, distribution and promotion.
2. Help students apply their understanding of marketing concepts on a variety of marketing problems and formulate appropriate marketing strategies and implementation via case studies and final project.
3. This course integrates the theoretical and, more importantly, the managerial issues concerning the operation of the marketing discipline and adheres to the core values of YSB's mission - More specifically the class will pursue the following learning goals of having students understand the importance of **ethics** and CSR in business practices, demonstrate the integrated knowledge and **problem-solving** skills in marketing, think **creatively** and in an innovative manner such as in presentations, be effective **communicators** in a professional business context, and have a **global** perspective in their marketing vision, strategy and action.

Required Text and Additional Readings:

Main: ***Mastering Noon Nopi: The Art & Science of Marketing in Asia***, Dae Ryun Chang, Yonsei University Press, 2015.

Complementary: ***Marketing Management, 15th*** edition, Philip Kotler and Kevin Keller, Pearson International, 2017.

Lecture slides and additional readings: downloadable from course website.

Evaluation:

2 written cases:	20%
midterm examination	20%
final examination	20%
final project	20%
attendance & individual participation	20%

peer evaluation	(-10%)
	100%

Final Project: Adjusting Marketing to the “New Normal” reality post Covid-19 via Cross Country Cross Industry Innovation

Each student has the option of conducting the final project individually or forming a group consisting of up to 3 members and will be responsible for developing a marketing plan for the reboot of a product or brand and also innovating via a cross country or cross industry launch. The analysis should cover VSA, STP, consumer behavior, and action guidelines for the four elements of the marketing mix. A proposal for the final project must be submitted for approval by March 20th, 2022. Choose one of the following brands on a first come first served basis by sending me an email with the group composition and the chosen brand.

Batch 1: SM Ent, McDonalds, Kia Motors, Market Kurly, Musinsa, Cass

Batch 2: Mom’s Touch, SK Telecom, Hermes, JYP Ent., BMW, Stella Artois

Class Participation/Attendance:

Participation covers attendance (50%) and voluntary comments raised by the students such as in weekly offline/online topic class discussions, other comments raised by the student such as during lectures, student’s comments to other students’ comments, and answers to questions posed by the professor

Cases:

There are two cases that must be prepared by every student in groups and that will be discussed in class. If you are working alone then you must submit two cases. Each written case must be word-processed but should not exceed 7 pages in length (excluding appendices).