



Hankuk University of Foreign Studies

2019 Summer Session

MKT 201 Principle of Marketing

Course Outline

Term: July 01-August 02,2019

Class Hours: 10:00-11:50 (Monday through Friday)

Course Code: MKT 201

Instructor: Dr. Vasudevan Ramanujam

Home Institution: Case Western Reserve University, Cleveland, OH, USA

Office Hours: TBA

Email: vasudevan.ramanujam@case.edu

Credit: 4

Class Hours:

This course will have 72 class hours, including 40 lecture hours, professor 10 office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

Course Description:

This is a foundational course that provides you with the concepts, theories, and analytical tools necessary for understanding the functional area of marketing in a modern contemporary business or not-for-profit organization.

Course Objectives:

At the end of the course, it is expected that you would be able to:

1. Understand the function of marketing and its relationship with other functions within a firm and to the business strategy of the organization as a whole
2. Develop your ability to recognize and address marketing issues in real world situations
3. Gain hands-on experience in creating a marketing plan
4. Understand the idea of the marketing mix and implementation of a marketing plan.



Required Textbooks:

MKTG¹¹ (2018) by Lamb, Hair and McDaniel, Cengage Learning

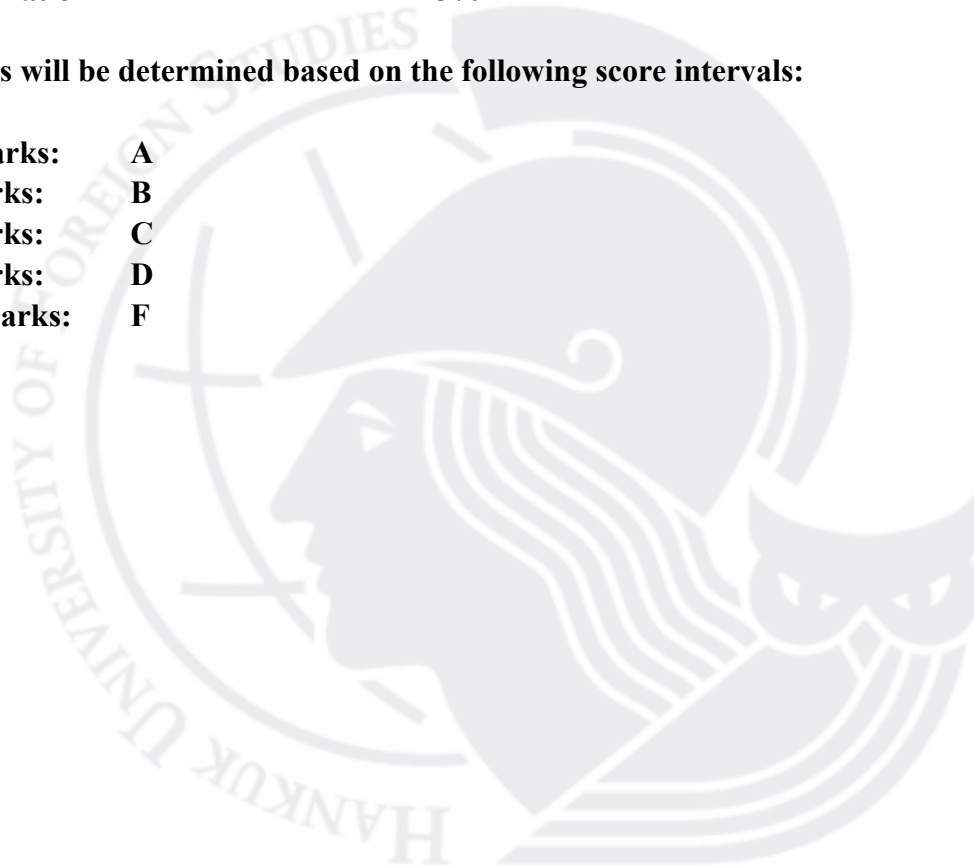
Grading & Evaluation:

The following is the grading scheme (tentative)

Attendance and class participation	15%
Case analysis write-ups (2 of 3)	15%
Independent (group) project	40%
Class quizzes (3)	15%
Final examination	15%

Final grades will be determined based on the following score intervals:

90 – 100 marks:	A
80 – 89 marks:	B
70 – 79 marks:	C
60 – 69 marks:	D
Below 59 marks:	F





Course Schedule:

Session		Date	Topic of the Session ¹	Assigned Reading ²	Evaluation Component/ Deadlines
1	M	1-Jul	Introduction to Class An Overview of Marketing Strategic Planning for Competitive Advantage	1, 2	
2	Tu	2-Jul	Ethics and Social Responsibility; Marketing Environment	3, 4	
3	W	3-Jul	Developing a Global Vision	5	
4	Th	4-Jul	Consumer Decision Making	6	Last day to submit Groups
5	M	8-Jul	Segmenting and Targeting Markets	8	Case presentations assigned to groups
6	Tu	9-Jul	Quick Review and Quiz		Quiz 1
7	W	10-Jul	Marketing Research	9	
8	Th	11-Jul	Product Concepts; Services and Nonprofit Organization Marketing	10, 12	
9	M	15-Jul	Case 1 – Snapple	Case 1	Case Write up / Presentation
10	Tu	16-Jul	Developing and Managing Products	11	
11	W	17-Jul	Supply Chain Management	13	
12	Th	18-Jul	Marketing Channels and Retailing	14	Project Proposal Due
13	M	22-Jul	Case 2 – IKEA Invades America	Case 2	Case Write up / Presentation
14	Tu	23-Jul	Marketing Communications	15	
15	W	24-Jul	Advertising, Public Relations and Sales Promotion	16	
16	Th	25-Jul	Quiz only class		Quiz 2
17	M	29-Jul	Personal Selling and Sales Management	17	
18	Tu	30-Jul	Social Media and Marketing	18	
19	W	31-Jul	Case 3 – Dove: Evolution of a Brand	Case 3	Case Write up / Presentation
20	Th	1-Aug	Pricing Concepts	19	
	F	02 -Aug	Final Exam		

1. The schedule dates for sessions are tentative and could be modified if warranted by certain circumstances arising during the teaching period. The changes, if any, will be announced in the class. The evaluation component dates are not subject to any changes.



2. The number refers to the chapter number from Lamb, Hair, and McDaniel textbook MKTG¹¹ and the cases are from the Course Reader.
3. Case materials are indicated for illustrative purposes only. Some or all of them may be substituted by other cases.

