



Korea University International Summer Campus (KU ISC) 2022

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June 28, 2022 ~ July 21, 2022

ISC111A – Introduction to Marketing

I . Instructor

Professor	:	Tony C. Garrett
E-mail	:	tgarrett@korea.ac.kr
Home Institution	:	Korea University (Korea University Business School)
Class Time	:	09:00 – 11:30
Office	:	Korea University Business School Main Hall BM510
Office Hours	:	TBA

II. Textbook

Required Textbook	:	Kotler, Philip and Armstrong, Gary, Principles of Marketing, 18th Edition, Prentice Hall (earlier editions of this book are acceptable)
Recommended Additional Readings	:	Any additional readings will be notified throughout the course (on blackboard).

III. Course Description and Objectives

The objective of this course is to introduce marketing as an important function of the organization. Its focus is to demonstrate marketing's role and importance to the modern organization and the community.

At the end of this course students will achieve the following objectives:

1. To become familiar with the role of marketing within the organization and society.
2. To understand the nature of the environment within which the marketer must effectively operate.
3. To become aware of the range of tools available to the marketer to respond to changes in the environment.
4. Show how marketing can effectively assist the organization in meeting its objectives.

IV. Grading

Midterm Exam	:	30%
Final Exam	:	35%
Assignments	:	30% (report 20%, presentation 10%)
Participation	:	5%

Mid Semester and Final Examinations:

These examinations consist of a combination of multi-choice and short essay questions. The midterm examination will cover material from weeks 1 through 7 inclusive. The final examination will cover material from weeks 9 through 15. It is important to note for the final examination that material from earlier in the semester may be important to revise in order to increase your understanding of the concepts and ideas presented in the latter part of the semester. All material will be covered from class lectures and examples, in-class discussion, the chapters from the textbook, and elements of your group project. The examinations will examine not only your knowledge of the material, but also how the theory can be applied in a business sense.

Group Project and Presentation:

Assessment: Report 20% Presentation 10%

Objective: Application of marketing concepts and methods to design a marketing program. Your group is to:

Generate a new product concept and develop a marketing program for the new product that you will introduce to the market.

The project will be discussed in class. Individual group meetings will be arranged to allow the instructor to provide constructive feedback and allow the instructor to assist the group with any questions that they may have.

The written report should be no longer than 15 pages (excluding appendices). Standard business reporting style should be used, which includes an executive summary, background, analysis and key recommendations on the marketing tools that should be used for the new product concept. Presentations will be scheduled on the last teaching day.

Group Work:

A key component of the assignments is group work. The optimal size for the group project is 5 people. Each group member is expected to contribute equally to the project. Peer evaluation

forms are available from the instructor at the end of the project should you believe that there is a problem with member contributions. Please approach the instructor at the earliest time if there appears to a problem arising in the project. A Peer Evaluation will be given at the end of the semester – this may result in loss of grade if your contribution is not deemed to be sufficient.

Class Participation

Students are expected to contribute to class discussion. This involves preparing for each lecture by reading the assigned chapter in the textbook and any other assigned additional readings. Think through the topic, think how this relates to the environment which you are familiar, and create your own opinion. The instructor will be calling on each of you to share your ideas with him and the rest of the class. This will form the basis of the class participation mark. Attendance is strongly encouraged, and while online your camera should be on.

Class participation grades will also be deducted if your contribution to the group project is deemed not to be acceptable.

V. Class Outline

Date	Topic	Chapter	Remarks
June 28 (Tue)	Orientation Day (No classes)		
June 29 (Wed)	Introduction to Marketing	1 & 20	
June 30 (Thu)	Company and Marketing Strategy	2	
July 1 (Fri)	The Marketing Environment	3	
July 4 (Mon)	Managing Marketing Information	4	
July 5 (Tue)	Consumer Market Behavior		
July 6 (Wed)	Business Market Behavior		
July 7 (Thu)	Midterm Examination		
July 11 (Mon)	Market Segmentation and Positioning	7	
July 12 (Tue)	The Marketing Mix – Product	8	
July 13 (Wed)	New Product Development	9	
July 14 (Thu)	Pricing	10&11	
July 18 (Mon)	Distribution	12 & 13	
July 19 (Tue)	Marketing Communications	14 & 15	
July 20 (Wed)	New Developments in Marketing/ Presentations	Skim 18 & 19	
July 21 (Thu)	Final Examination/ Project Feedback/ Graduation Day		