



# HANYANG UNIVERSITY

## Hanyang ERICA Summer School

Office of International Affairs, Hanyang University ERICA  
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## 2024 Course Syllabus

Course Information	Course Title(Eng)	Marketing and Sales in Asia	Course Category	Elective Non-Major(General)
	Course Title(Kor)	아시아의 마케팅과 세 일즈		
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	N/A
	College/School	International Summer School(ERICA)	College/School Responsible	Foreign Exchange Program(Y0000341)
	Meeting Times	9:00am-12:00pm 1:00pm-2:30pm 10times	Electronic Attendance	N

Instructor Info	Department	Business Administration	Name	Jakeun Koo, Ph.D.
	Contacts	+82-31-400-5624	E-mail	<a href="mailto:jakekoo@hanyang.ac.kr">jakekoo@hanyang.ac.kr</a>
	Homepage	<a href="https://ibusen.hanyang.ac.kr/front/faculty/faculty-economics/view?id=118">https://ibusen.hanyang.ac.kr/front/faculty/faculty-economics/view?id=118</a>		
Course Type	Teaching Method	Lecture, Face-to-face		

Course Description	Marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors are discussed as they affect marketing decisions. The course introduces cases of marketing activities focusing on the Asian market.
Course Objectives	The objective of this course is to introduce students to marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors are discussed as they affect marketing decisions. Students will: <ul style="list-style-type: none"> <li>• understand the basic role and operation of marketing within individual firms, as well as within the Asian and global economies.</li> <li>• be able to develop strategic and tactical plans consistent with your analysis.</li> <li>• understand the social and ethical responsibilities of marketers and be aware of marketing issues relating to diversity, technology, and the environment.</li> </ul>
Notice for Students	<ul style="list-style-type: none"> <li>• A textbook is needed to understand the lecture.</li> <li>• No specific pre-knowledge is required. This course covers the introduction of marketing concepts and theories.</li> <li>• Course materials are provided electronically via the course homepage.</li> </ul>

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW )
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	1	Marketing(21st edition) – earlier edition is okay	Pride & Ferrell	Cengage	9780357984260	TBA
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Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
	Attendance	10	Quiz	
	Assignments	30	Mid-term Exam	30
	Discussion		Final Exam	30
	Team Project		Participation	
	Other			Percentage(%)
	Total 100 %			

Daily Lecture Plan and Assignments	Day	Title	Activity
	1	<ul style="list-style-type: none"> <li>• Course Introduction</li> <li>• Ch. 1. An Overview of Strategic Marketing</li> <li>• Ch. 2. Planning, Implementing, &amp; Evaluating Marketing Strategies</li> </ul>	
	2	<ul style="list-style-type: none"> <li>• Ch. 3. The Marketing Environment</li> <li>• Ch. 4. Social Responsibility &amp; Ethics in Marketing</li> </ul>	
	3	<ul style="list-style-type: none"> <li>• Ch. 5. Marketing Research &amp; Information Systems</li> <li>• Ch. 6. Target Markets Segmentation &amp; Evaluation</li> </ul>	
	4	<ul style="list-style-type: none"> <li>• Ch. 7. Consumer Buying Behavior</li> <li>• Ch. 11. Product Concepts, Branding and Packaging</li> <li>• Review for Mid-term Exam</li> </ul>	Assignment 1 Due
	5	Mid-term Exam	
	6	<ul style="list-style-type: none"> <li>• Ch. 12. Developing &amp; Managing Products</li> <li>• Ch. 13. Services Marketing</li> </ul>	
	7	<ul style="list-style-type: none"> <li>• Ch. 14. Marketing Channels &amp; Supply-Chain Management</li> <li>• Ch. 16. Integrated Marketing Communications</li> </ul>	



	8	<ul style="list-style-type: none"><li>• Ch. 17. Advertising and Public Relations</li><li>• Ch. 18. Personal Selling and Sales Promotion</li></ul>	
	9	<ul style="list-style-type: none"><li>• Ch. 19. Pricing Concepts</li><li>• Review for Final Exam</li></ul>	Assignment 2 Due
	10	Final Exam	