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| **Faculty Information** | **Name** | Sunyoung Lee | | | | | |
| **E-mail** | [skylarlee@hanyang.ac.kr](mailto:skylarlee@hanyang.ac.kr) | | | | | |
| **Home University** | Hanyang University | | | | | |
| **Department** | MAJOR IN GLOBAL CEO STARTUP | | | | | |
| **Homepage** |  | | | | | |
| **Course Information** | **Class No.** |  | **Course Code** | VEN1001 | | **Credits** | 3 |
| **Course Name** | Modern Society and Marketing | | | | | |
| **Lecture Schedule** | Online | | | | | |
| **Course Description** | This online lecture-based course offers the flexibility to learn at your own pace and according to your schedule. It features sessions with two guest speakers who provide valuable insights into marketing principles and their practical applications in real-world contexts. | | | | | |
| **Course Objective** | The main objective of this course is to acquaint students with the fundamental elements involved in developing marketing strategies for products or services.  It covers various aspects of marketing, including market research, consumer behavior, product development, pricing strategies, promotion, and distribution. Students need to attend more than two thirds (2/3) of each class in order to take the exam for that particular course. | | | | | |
| **Prerequisite** | N/A | | | | | |
| **Materials/Textbooks** | N/A | | | | | |
| **Evaluation** | **Attendance** | 20% | **Quiz** | | 20% | | |
| **Assignment** | % | **Mid-term Exam** | | 30% | | |
| **Presentation** | % | **Final Exam** | | 30% | | |
| **Group Project** | % | **Participation** | | % | | |
| **Etc.** | **Evaluation Item** | | | **Ratio** | | |
|  | | | % | | |
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| **Course Contents** | Lesson 1 | Understanding Marketing | | | | | | |
| Lesson 2 | Analyzing the Market Environment | | | | | | |
| Lesson 3 | Consumer Buying Behavior | | | | | | |
| Lesson 4 | Conducting Marketing Research | | | | | | |
| Lesson 5 | CRM and Big Data | | | | | | |
| Lesson 6 | Guest Speaker: "Product Marketer's Role in the Field" | | | | | | |
| Lesson 7 | Product Strategy (1) - New Product Development | | | | | | |
| Lesson 8 | Product Strategy (2): Product Strategy, New Product Development, and High-Tech Product Strategy. | | | | | | |
| Lesson 9 | Pricing Strategy: Capturing Value | | | | | | |
| Lesson 10 | Place Strategy: Retailing and Managing Marketing Channels | | | | | | |
| Lesson 11 | Firms in Competitive Markets | | | | | | |
| Lesson 12 | Promotion Strategy (1): IMC (Integrated Marketing Communications) & Advertising | | | | | | |
| Lesson 13 | Promotion Strategy (2): Personal Selling, Sales promotion, PR, and Direct/Digital Marketing | | | | | | |
| Lesson 14 | Guest Speaker: "Practical Application of ChatGPT in Marketing" | | | | | | |
| Lesson 15 | Final Exam | | | | | | |