

Syllabus [2025Year 1 Term]

Course Information

Course Title	Marketing Management	Credits	3
Course Code	549320-1	Required/El ective (For Underg raduate Cou rses)	Selective majors
Department or Major	Department of Internationa l Business Administration	Language	English
Methods of Teaching		Lecture Roo m	월12,13,14/ 수7,8,9(국제506)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) P erformance(0) Designing & Planning(0)	Cyber Lectu res	
Course Type	offline		

Lecturer

Lecturer	Name	Haejoo Han	Rank	Assistant Professor	Final Academic Degree	경영학박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	—		e-mail	haejoohan@dankook.ac.kr	
	Field of Interest					

Course Summary

Course Description	Understanding consumers and market trend is highly necessary to develop better product s/services, as well as to achieve a sustainable competitive advantage. In this course, stu dents can learn methodologies and the role of market research in strategic decision makin g.
Description Related Courses	Prerequisite: Basic Marketing
Course Goals	
Projected Result s	The main objective of this course is to build essential critical analysis, interpretation, and decision-making skills. This course includes how to make consumer surveys, interview methods, and data analysi s.

Percentage of the original language classes(%)	English 100%
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Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course Orientation		강의,	
2	Marketing Decisions – Overview		강의,	
3	Marketing Research for Managerial Decision Making		강의, 토의토론수업, 문제해결 학습(BPL),	Team Formation
4	Secondary Data, Literature Reviews, and Hypotheses		강의, 토의토론수업, 문제해결 학습(BPL),	
5	Exploratory and Observational Research Designs and Data Collection Approaches (1)		강의, 토의토론수업, 문제해결 학습(BPL),	
6	Exploratory and Observational Research Designs and Data Collection Approaches (2)		강의, 토의토론수업, 문제해결 학습(BPL),	
7	Exploratory and Observational Research Designs and Data Collection Approaches (3)		강의, 토의토론수업, 문제해결 학습(BPL),	
8	Midterm Exam		강의,	Closed-Book
9	Exploratory and Observational Research Designs and Data Collection Approaches (4)		강의, 토의토론수업, 문제해결 학습(BPL),	
10	Exploratory and Observational Research Designs and Data Collection Approaches (5)		강의, 토의토론수업, 문제해결 학습(BPL),	
11	Basic Data Analysis (1)		강의, 토의토론수업, 문제해결 학습(BPL),	
12	Basic Data Analysis (2)		강의, 토의토론수업, 문제해결 학습(BPL),	
13	Team Project Preparation		토의토론수업, 팀기반 학습(TBL), 프로젝트기반 학습(PBL),	
14	Team Project Presentation		토의토론수업, 팀기반 학습(TBL), 프로젝트기반 학습(PBL),	
15	Final Exam		강의,	Closed-Book

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	25%	
2	Final-exam	25%	
3	Pop Quizzes	0%	
4	Assignments	30%	Final Team Project
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	15%	
8		0%	
9	Others	5%	Participation
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값 (%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력	주역량	40%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력	부역량	10%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력		0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력		0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력		20%

핵심가치	전공역량	역량정의	역량구분	값(%)
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력	부역량	20%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력		10%

Textbook(s) & References

Description	Title	Author	Publisher
Recommended Textbook	Essentials of Marketing Research (5th E),	Joseph Hair and David Ortinau	McGraw Hill

Memo

Students MUST ACTIVELY contribute to class discussions by sharing their opinions.
Furthermore, in this course, we will have several in-class exercises to apply the given concepts to real settings, with ensuing discussions.