



# HANYANG UNIVERSITY

## Hanyang International Winter School

Faculty Information	Name	Haejoo Han (한혜주)				
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	Home University					
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Course Information	Class No.		Course Code	ISS1170	Credits	3
	Course Name	International Marketing and Content Creation				
	Lecture Schedule	Mon-Fri / 10:00~12:00 & 13:00~15:30				
	Course Description	<p>This course seeks to understand the marketing strategies of international companies in various industries, and deals with concepts and issues necessary to successfully operate them.</p> <p>This course is based on Industry-Coupled Problem-Based Learning (IC-PBL): Students should learn and practice solving complex real-world problems. Thus, this course involves lectures, group discussions, and marketing case studies. Students also need to create promotional online content for a product/service. As a result, students can develop deep content knowledge as well as critical thinking, collaboration, creativity, and communication skills throughout this course.</p>				
	Course Objective	The main objective of this course is to familiarize students with the key elements in developing marketing strategies for a product or service.				
	Prerequisite	x				
	Materials/Textbooks	"Marketing Management, 15/E," Philip Kotler, Kevin Lane Keller, Pearson.				
	Evaluation	Attendance	20%	Quiz	%	
Assignment		%	Mid-term Exam	25%		
Presentation		%	Final Exam	25%		
Group Project		20%	Participation	10%		
Etc.		Evaluation Item			Ratio	
					%	
Daily Lecture Plan	Day 1	Course Orientation. Understanding Marketing. Analyzing Consumer Markets.				
	Day 2	Market Segmentation, Targeting, and Positioning.				

	<b>Day 3</b>	Developing Product Strategies.
	<b>Day 4</b>	Setting Price Strategies and Programs.
	<b>Day 5</b>	Midterm Exam.
	<b>Day 6</b>	Designing and Managing Integrated Marketing Channels (IMC).
	<b>Day 7</b>	Managing Retailing.
	<b>Day 8</b>	Project Day: Online Content Creation.
	<b>Day 9</b>	Project Presentation.
	<b>Day 10</b>	Final Exam