



Syllabus(2021-1)

Course Title	Consumer Marketing	Course No.	36079-01
Department/ Major	Consumer Studies	Credit	3
Class Time/ Classroom	Wed 3 & Fri 2		
Instructor	Name: Hyemi Lee	Department: Consumer Studies	
	E-mail: hyemilee@ewha.ac.kr	Telephone: 82-2-3277-4220	
Office Hours/ Office Location	By appointment / Posco #202-2		

I. Course Overview

1. Course Description

This course will introduce the main theories and concepts in marketing and how they can be employed by consumer and business organizations to create value for various stake-holders. Students will be introduced to the philosophy and process of marketing and have opportunities to develop the skills required to address marketing problems and to find solutions, as well as make effective marketing decisions.

2. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
60 %	40 %			

3. Course Objectives

By the end of the semester, students should be able to:

1. Understand the concept of consumer, marketing, and their importance in today's rapidly changing business environment.
2. Understand the tools employed for market segmentation and planning.
3. Develop a marketing plan based on understanding the marketing mix and their importance in creating and delivering value to consumers.

4. Evaluation System

Midterm exam	Final exam	Team project	Attendance	Participation
30%	30%	20 %	10%	10%

[Team project]:

All teams should be formed by April 2 and each should have five or six members. Each team must apply what they will have learned in this course in organizing their final report (PPT slides)

* Maximum of 10 slide pages (excluding title page, references, appendix).



II. Course Materials and Additional Readings

Required Materials

Solomon, M., Marshall, G., and Stuart, E. (2018). *Marketing. Real People, Real Choices*, 9th Edition (Global Edition), Pearson.

III. Course Policies

Attendance:

Attendance will be checked by tracking students' progress with video lectures. Students must use a personal computer to watch video lectures within one week of their posting. Because this is an online course, tardiness cannot be counted; attendance and absence are checked. If the average progress of the recorded lectures for each class is less than 80%, that will be considered an absence. One absence results in a one-point deduction from a student's final score. Out of a total of 30 classes, having 10 or more absences automatically results in a grade of F.

Late work:

Assignments turned in after the due date with no approved excuse will have one point deducted.

Academic Honesty:

There is zero tolerance in this class for academic dishonesty. Cheating, lying, and deceit in any of their diverse forms, such as the use of substitutes for taking examinations, the use of illegal cribs, plagiarism, and copying during examinations, are dishonest and will not be tolerated. Do not cheat/plagiarize. Do not appear to cheat/plagiarize. Do not help others cheat/plagiarize. Any one of these could prove sufficient to produce a failure in this course. Also, please note that you must cite sources in your assignments.

Classroom Etiquette:

Students are expected to adhere to certain standards of classroom etiquette. Please demonstrate the respect you have for the instructor and your fellow learners in the classroom. Please turn off your cell phone and do not eat in class. Please be on time and stay for the entire class period. Inappropriate behavior will receive a warning and affect your final grade.



IV. Course Schedule

Week	Date	Topics		
Week 1	Mar3, W	Topics	General introduction to the course	
	Mar5, F	Topics	Welcome to the World of Marketing	
Week 2	Mar10, W	Topics	Welcome to the World of Marketing	
	Mar12, F	Topics	Global, Ethical and Sustainable Marketing	
Week 3	Mar17, W	Topics	Global, Ethical and Sustainable Marketing	
	Mar19, F	Topics	Strategic Market Planning	
Week 4	Mar24, W	Topics	Strategic Market Planning	
	Mar26, F	Topics	Consumer and Business Markets	
Week 5	Mar31, W	Topics	Consumer and Business Markets	
	Apr2, F	Topics	Consumer and Business Markets	
Week 6	Apr7, W	Topics	Segmentation, Target Marketing, and Positioning	
	Apr9, F	Topics	Segmentation, Target Marketing, and Positioning	
Week 7	Apr14, W	Topics	Segmentation, Target Marketing, and Positioning	
	Apr16, F	Topics	Review for midterm exam	
Week 8	Apr21, W	Topics	Product	
	Apr23, F	Topics	Product	
Week 9	Apr28, W	Topics	Midterm exam: Introduction ~ Positioning	
	Apr30, F	Topics	Special session	
Week 10	May5, W	Topics	Price	
	May7, F	Topics	Price	
Week 11	May12, W	Topics	Deliver the Goods	
	May14, F	Topics	Deliver the Goods	
Week 12	May19, W	Topics	Deliver the Customer Experience	
	May21, F	Topics	Deliver the Customer Experience	
Week 13	May26, W	Topics	Promotion	
	May28, F	Topics	Promotion	
Week 14	Jun2, W	Topics	Individual Team Meeting and Discussion	
	Jun4, F	Topics	Individual Team Meeting and Discussion	
Week 15	Jun9, W	Topics	Finals Q&A session (Team report due: June 18)	Team report
	Jun11, F	Topics	Final exam: Product~Promotion	

V. Special Accommodations

* According to the University regulation #57, students with disabilities can request special accommodation related to attendance, lectures, assignments, and/or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' requests, students can receive support for such accommodations from the course professor and/or from the Support Center for Students with Disabilities (SCSD).

* The contents of this syllabus are not final—they may be updated.