Principles of Marketing

2 week - 1

Dong-A University

School of Business

Joo Hwan Seo

Contact:
Joohwans@dau.ac.kr

Office: 1113
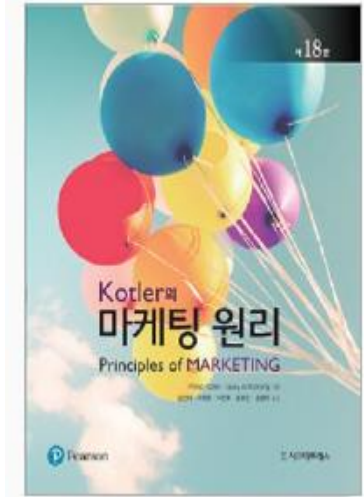Office Hour: 14:00 – 15:00 (Monday)

2. Text Book

1. Blackboard (Cyber Campus at DongA University)

2. Principles of Marketing: Philip Kotler & Gary Armstrong 18th edition
   김건하, 서주환, 서찬주, 송유진, 송정미 **(시그마프레스: 18판)**

3. **마케팅: 안광호, 권익현, 임병훈 / 북넷 (6판) (Optional)**

4. *The Wall Street Journal, Bloomberg, Economist*

2. Text Book

2. Authors: Philip Kotler & Gary Armstrong

4. Grading

Attendance: 10(%) : Each class (-1) → 10 times for you to get F

- Changing this part.

Exams : Mid(35%), Final(45%)

Assignment : 10(%)

6. Requirement

1) Name tag

2) Blackboard : cyber-college

1) Attendance, 2) class notice 3) Note

3) Apps: Socrative

7. Class Components

1) About 15-20 minutes: News from *WSJ, Bloomberg*, and *The Economist*

2) Regular lecture (Summary + New Lecture)

8. Why Marketing in Business?

1)

9.Marketing Trends

9. *Marketing Trends*

1.

Cozy Burger Bistro

CEO of Cozy Burger Bistro

Cozy Burger Bistro

Cozy Burger Bistro

Max Greene, the CEO of Cozy Burger Bistro

Example 2)

Example 3) A　　　　　reality (　현실)

IKEA case

Example 3) Augmented Reality

IKEA case

Example 4)

Example 5)

Google Home   **Amazon Echo**

VS

Example 6)

Example 7) Amazon.com (아마존 닷컴)

"Amazon Opens Cashierless Supermarket in Latest Push to Sell Food"

<WSJ, Feb 25, 2020>

Pick & Go

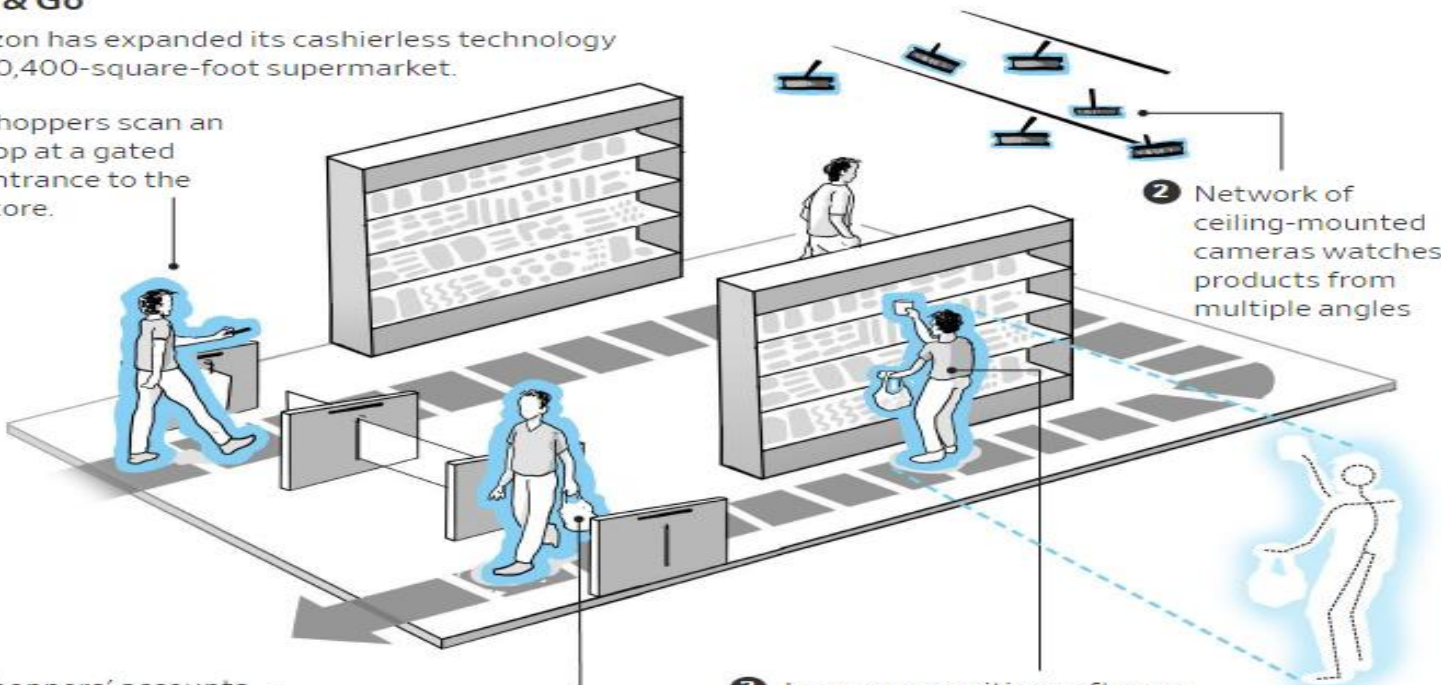Amazon has expanded its cashierless technology to a 10,400-square-foot supermarket.

❶ Shoppers scan an app at a gated entrance to the store.

❷ Network of ceiling-mounted cameras watches products from multiple angles

❸ Image-recognition software and weight sensors detect which products have been picked. Produce at Go supermarket is priced by item.

❹ Shoppers' accounts are charged when they leave the store

Source: the company
Dylan Moriarty/THE WALL STREET JOURNAL

Example 8) Amazon.com

AAP

Example 9) Beacon

Beacon
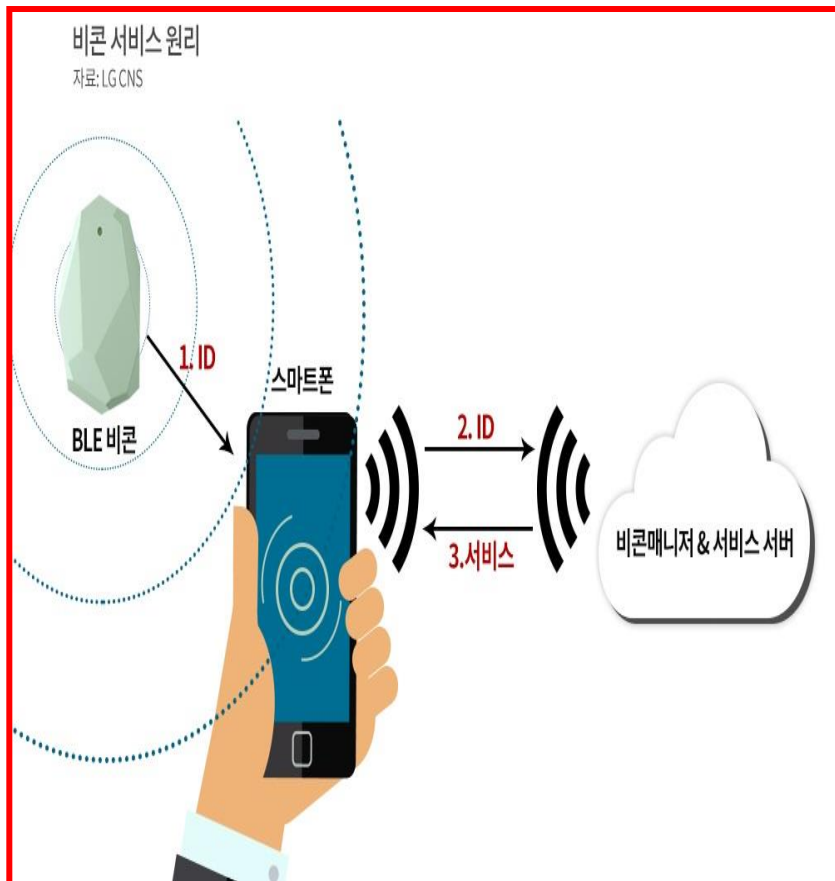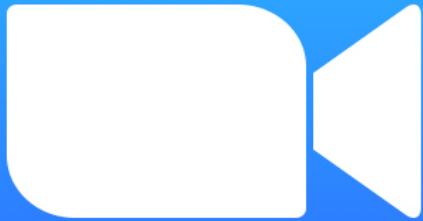
Example 10)

<자료: www.zoom.com>

Example 11)

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Volume
- Terabytes
- Records/Arch
- Transactions
- Tables, Files

Velocity
- Batch
- Real/near-time
- Processes
- Streams

Variety
- Structured
- Unstructured
- Multi-factor
- Probabilistic

Value
- Statistical
- Events
- Correlations
- Hypothetical

5 Vs of Big Data

Veracity
- Trustworthiness
- Authenticity
- Origin, Reputation
- Availability
- Accountability
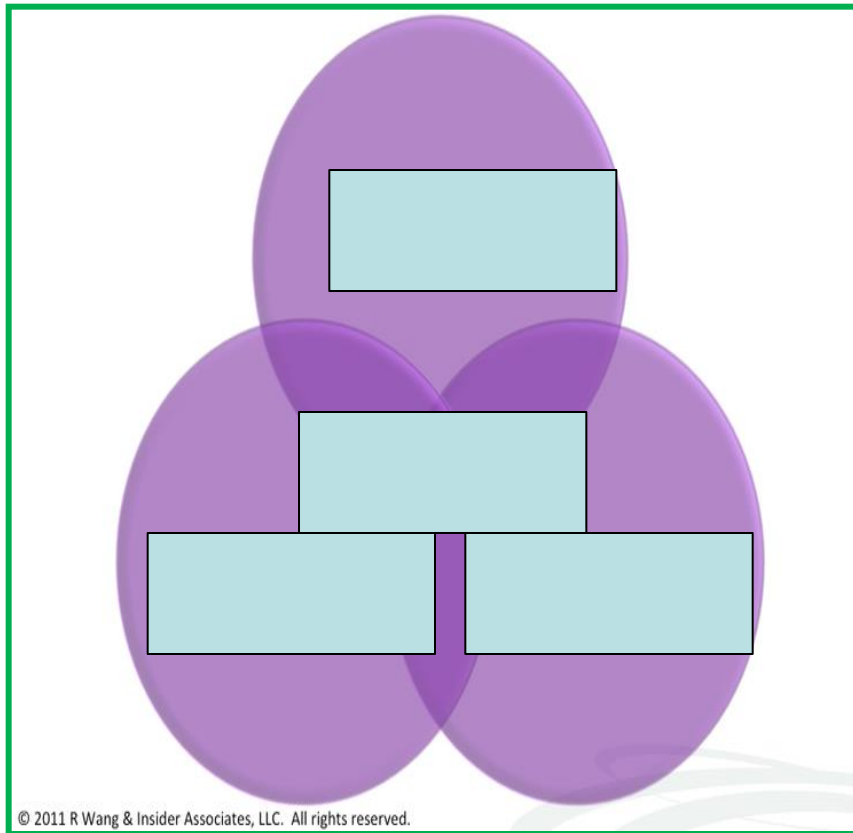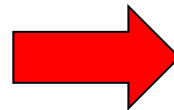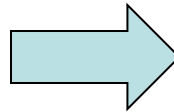
Conclusion from Big Data

Marketing ➔ *Recently, Marketing is Science*

Marketing trend : **Big Data Analysis**

➔ **Understanding consumers' Needs and wants**

Q&A

Thank You!

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