

# Syllabus (2024-Winter)

Course Title	Digital Marketing	Course No.	
Credit	2 credits	Hours	30 Hours
Class Time Classroom	12:30~15:00, Mon to Fri Classroom TBA		
Instructor	Name: Dongjin Lim	Department: International Student Affairs Team	
	E-mail: amuro0701@gmail.com	Phone:	
Office Hours Office Location	By appointment		

## I. Course Overview

### 1. Course Description

This course is focused on delivering the basic knowledge of marketing and on building up the marketing oriented mind or thinking. As such, the course intends to provide insights into the basic principles of marketing, including the concepts and tools used by marketing managers and issues that they encounter. Specifically, students will deal with many cases, and discussions in the class as well as through the assignments.

### 2. Prerequisites: Anyone may take this course.

### 3. Course Format: Lecture, Q&A, Discussion

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
80%	10%	%	%	10%

### 4. Course Objectives

- Understand the basics of marketing strategy
- Understand the application of marketing strategy

### 5. Evaluation Systems: attendance 15%, individual paper 55%, two-page thoughts 30%

Relative evaluation  Absolute evaluation (for Ewha International Summer College students only)  Others

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
%	%	%	%	30%	55%	%	15%

## II. Course Materials and Additional Readings

**1. Required Materials: Lecture materials will be uploaded on e-class.**

**2. Supplementary Materials: Supplementary materials will be uploaded on e-class.**

**3. Optional Additional Readings**

**III. Course Schedule**

Day	Date	Topics & Class Materials, Assignments
<b>Day 1</b>	(12/26)	Course introduction, orientation
<b>Day 2</b>	(12/27)	Marketing research
<b>Day 3</b>	(12/30)	Global and domestic marketing
<b>Day 4</b>	(12/31)	Consumer behavior
<b>Day 5</b>	(1/2)	Positioning
<b>Day 6</b>	(1/3)	Online marketing
<b>Day 7</b>	(1/6)	Advertising and promotion
<b>Day 8</b>	(1/7)	Price strategy, Distribution channel
<b>Day 9</b>	(1/8)	Marketing communication
<b>Day 10</b>	(1/9)	Case studies, Wrap-up and summary
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	

## IV. Special Accommodations

\* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> <li>. Visual impairment: braille, enlarged reading materials</li> <li>. Hearing impairment: note-taking assistant</li> <li>. Physical impairment : access to classroom, note-taking assistant</li> </ul>	<ul style="list-style-type: none"> <li>Extra days for submission, alternative assignments</li> </ul>	<ul style="list-style-type: none"> <li>. Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant</li> <li>. Hearing impairment: written examination instead of oral examination</li> <li>. Physical impairment: longer examination hours, note-taking assistant</li> </ul>

-Actual support may vary depending on the course.

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