



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	KIM, IKSUK					
	E-mail	iksukkimseoul@gmail.com					
	Home University	California State University Los Angeles					
	Department	Marketing					
	Homepage	https://www.calstatela.edu/faculty/ik-suk-kim					
Course Information	Class No.	18020	Course Code	ISS1198	Credits	3	
	Course Name	Marketing for Engineers					
	Lecture Schedule	Mon-Sat/09:00AM – 12:00PM					
	Course Description	A broad introduction to marketing concepts, the role of marketing in society and in a firm, and the various factors that influence marketing decision making for engineers.					
	Course Objective	<p>Upon successful completion of this course, students will be able to:</p> <p>Course Objective 1: interpret the “language of marketing” for the engineering work.</p> <p>Course Objective 2: analyze the Customer-Driven market.</p> <p>Course Objective 3: break down the engineering work with the marketing concept.</p> <p>Course Objective 4: create the marketing mix of the engineering work.</p>					
	Prerequisite	-					
	Materials/Textbooks	No Textbook Required.					
Evaluation	Attendance	40%	Quiz	30%			
	Assignment	%	Mid-term Exam	%			
	Presentation	30%	Final Exam	%			
	Group Project	%	Participation	%			
	Etc.	Evaluation Item			Ratio		
					%		
Daily Lecture Plan	Day 1 (T)	Course Introduction					
	Day 2 (W)	Marketing Vs. Engineering <i>Why is Marketing so hard for the engineers?</i>					
	Day 3 (TH)	Customer Vs. Consumer <i>Are Market and Marketing same?</i>					



Day 4 (F)	Goods Vs. Services Vs. Information <i>Which one do Engineers like more?</i>
Day 5 (S)	Mini Test or Presentation
Day 6 (M)	Price Vs. Value <i>Is the cheaper, the better?</i>
Day 7 (T)	Online Vs. Brick-and-Mortar <i>Why does MZ prefer Online shopping? But why not in BB?</i>
Day 8 (W)	Advertising <i>Aren't you really excited by a TV commercial?</i>
Day 9 (TH)	Promotion <i>How much do you know about Coupon?</i>
Day 10 (F)	Brand <i>Can Engineer understand the true value of Brand?</i>
Day 11 (S)	Mini Test or Presentation
Day 12 (M)	Service <i>Why no Engineering majors in Service Industry?</i>
Day 13 (T)	Global Marketing
Day 14 (W)	Final Presentation
Day 15 (TH)	Course Wrap-Up