COURSE DETAIL

MARKETING
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 155
UCEAP Course Suffix
UCEAP Official Title MARKETING
UCEAP Transcript Title MARKETING
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course covers the basic elements of marketing. The course presents frameworks to analyze marketing problems faced by both for-profit and non-profit organizations. Students study the influence of consumers, the marketplace, and the marketing environment on marketing decision making. The course also provides a conceptual and theoretical toolkit for developing marketing strategies – segmentation, targeting and positioning – and marketing tactics including price, promotion, product and distribution.

Students create a group project and presentation. Select a firm, brand, or product to study throughout the course to (i) perform some primary customer and market analyses, (ii) identify/infer a firm's current strategy and propose a revised strategy reflecting research findings, and (iii) propose a comprehensive set of marketing mix that is consistent with your revised strategy

Topics include Marketing concept CRM and CLV, Company, Analyzing the marketplace, Understanding the customers, Marketing research, Segmentation, targeting, and positioning, Product, Pricing and break-even analysis, Promotion, Place.

Language(s) of Instruction

Host Institution Course Number
BIZ2120

Host Institution Course Title
MARKETING

Host Institution Course Details
http://ysweb.yonsei.ac.kr:8888/curri120601/curri_pop2.jsp?&hakno=BIZ2120&bb=01&...

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Host Institution Department Business Administration
Course Last Reviewed 2025-2026

Print