



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2023

An In-depth Look at the Role of Culture in Global Marketing

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SHORT COURSE DESCRIPTION

[Please write a general course description here, including a brief summary of topic and the main questions that will be answered during the course. Please write a short paragraph with 150 to 200 words. The course descriptions will also be posted on the ISS website.]

READING MATERIALS

[Please list the materials students should read prior to or during class. Because of the short duration of the course and the fact that students travel to Korea from different countries, [please provide all materials in digital \(preferably PDF\) format](#) before the start of the ISS.]

COURSE REQUIREMENTS AND GRADING

[Please describe what is required of students in terms of course preparations, assignments, tests and class participation. All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). **SKKU regulations require students to attend at least 80% of all classes.** Professors should clearly indicate each **grading percentages** (ex. attendance, exam, presentation, team project, quiz etc.) and the conditions under which students fail, including tardiness, academic dishonesty, etc. Please understand many of partner universities are requiring more specific clarification on how to evaluate the students' performance for their credit acceptance procedure.]

COURSE SCHEDULE

– WEEK I –

Monday (26 June)

Defining Marketing for the New Realities

- The value of Marketing
- The scope of Marketing
- Core Marketing Concepts
- The New Marketing Realities
- How does marketing affect customer value?

Tuesday (27 June)

Developing Marketing Strategies

- Marketing and customer value
- Corporate and division strategic Planning
- Creating Innovative Marketing
- Business Unit Strategic Planning

How is strategic planning carried out at the business unit level?

Wednesday (28 June)

Conducting Marketing Research

- The scope of marketing research
- The marketing Process

- Conducting informative Focus groups
 - Marketing Questionnaire
- What steps are involved in conducting good marketing research?
Global marketing case study: Tesla (US)

Thursday (29 June)

- Creating long-term loyalty relationships
- Building Customer Value, satisfaction and loyalty
 - Maximizing customer lifetime value
- What is the lifetime value of customers, and how can marketers maximize it?
Global marketing case study: IKEA (Sweden)

– WEEK II –

Monday (3 July)

- Creating long-term loyalty relationships
- Calculating customer lifetime value
 - The behavioral targeting controversy
- How can companies attract and retain the right customers and cultivate strong customer relationships and communities?
Global marketing case study: Blabla car (France)

Tuesday (4 July)

- Analyzing consumer markets
- What influences consumer behavior?
 - key psychological processes
 - The power of sensory marketing
 - The buying decision process: the five-stage model
 - Behavioral Decision Theory and Behavioral Economics
- Global marketing case study: Tencent (China)

Wednesday (5 July)

Mid-term exam or Group presentation

Thursday (6 July)

- Analyzing Business Markets
- What is Organizational Buying?
 - Participants in the Business Buying
 - The Purchasing/ Procurement process stages in the buying recognition
 - Developing effective B TO B
- Global marketing case study: Samsung (South Korea)

– WEEK III –

Monday (10 July)

- Identifying Market Segments and Targets
- Bases for segmenting Consumer Markets
 - How Should Business Markets be Segmented?

-Effective Segmentation Criteria
-Market Targeting
How Should Business Markets be Segmented?
Global marketing case study: Hyundai (South Korea)

Tuesday (11 July)
Crafting the Brand Positioning
-Developing a Brand Positioning
-Choosing a Competitive Frame of Reference
-Establishing a Brand Positioning
-Alternative Approaches to Positioning
What is the "Brand Positioning" concept?
Global marketing case study: Amazon(US)

Wednesday (12 July)
Communicating Value
-The role of Marketing Communication
-Marketing Communications Mix
Global marketing case study: Deep mind (AI)

Thursday (13 July)
-Developing Effective Communications
-Managing the Integrate Marketing

What is the most effective way of marketing communication?

– WEEK IV–

Monday (17 July)
Managing Digital Communications: online, social Media, and mobile
Global marketing case study: Facebook & Instagram

Tuesday (18 July)
ESG Marketing
Global marketing case study: US/EU

Wednesday (19 July)
Final group presentation