경영학과

(Business Administration)

▣ 학과소개**(Introduction to English Major)**

The Department of Business Administration at the Graduate School of Yeungnam University is dedicated to educating the business leaders of tomorrow while creating knowledge of critical significance for industry and society. The Department offers M.A. and Ph.D. in Business Administration in five major fields: Personal/Organizational Management, Production/Operations Management, Finance, Marketing, and Management Information System.

The MA programs are designed for graduates who intend to pursue a Ph.D. degree or work for a profit-oriented or nonprofit-oriented organization as a professional.

The Ph.D. programs are provided for those who have earned their MA degrees and who want to become a professor at a university or a professional researcher at a research institution. The Ph.D. degree requires not only comprehensive and in-depth knowledge in the major field but also research methodology and statistical techniques to acquire high-level of knowledge in business administration.

Educational goals at the Department of Business Administration at the Graduate School are as follows:

First, with research practice into a major field of study, unique research ability is developed that can provide a theoretical framework for the business administration of profit/nonprofit-oriented organizations.

Second, linking the theoretical approach with experiential knowledge gained from managerial practice raises the status of business administration.

Third, with systematic and productive education and research which incorporates local industry and national economy, professional manpower is produced who can contribute to the economic development of our region and nation.

Fourth, with the development of practical ability and attitude to cope with changes, professionals in the future are trained to be committed to the general well-being of human society.

○ 교수진**(Faculty Members)**

▪An, Seung Cheol, Ph.D., Professor (Finance)

▪Han, Young Choon, Ph.D., Professor (Management Information System)

▪Kim, Ki Su, Ph.D., Professor (Management Science and Information Systems)

▪Kim, Sang Hyeon, Ph.D., Professor (Marketing)

▪Pak, Jong Moo, Ph.D., Professor (Marketing)

▪Byun, Jong Cook, Ph.D., Professor (Finance)

▪Yi, Hui Uk, Ph.D., Professor (Advertising)

▪Yoon, Sang Hum, Ph.D., Professor (Operations Management)

▪Kim, Dae Wan, Ph.D., Professor (Management Information System)

▪Yim, Byung Jin, Ph.D., Professor (Finance)

▪Shin, Yong Ho, Ph.D., Professor (Operations Management)

▪Kim, Jeong Kun, Ph.D., Professor (Management Information System)

▪Jun, In, Ph.D., Professor (Industrial Relations)

▪Park, Tae Kyung, Ph.D., Assistant Professor (Strategy Management)

▪Ahn, Seong Ik, Ph.D., Assistant Professor (Organizational Behavior)

▪Shin, Soo Young, Ph.D., Assistant Professor (Organizational Behavior)

▪Kim, Byoung Soo , Ph.D., Assistant Professor (Operations Management)

▪Park, Jae Chan , Ph.D., Assistant Professor (international management)

▪Lee, Kyung Tag , Ph.D., Assistant Professor (Marketing)

▪Hau, Yong Sauk, Ph.D., Assistant Professor (Operations Management)

▪Lee, Yoon Jae , Ph.D., Assistant Professor (Consumer Behavior)

▪Kim, Jung Mu , Ph.D., Assistant Professor (financial management)

▪Yoon, Jung Hyun, Ph.D., Professor (Operations Management)

▪Kim, Hyeong Jun , Ph.D., Assistant Professor (financial management)

▣ Department of Business Administration

**Basic Major Courses**

Data Analysis Methods / Business Statistics

Research Methodology / Advanced Research Methodology

**Major Courses**

Independent Study Ⅰ, Ⅱ, Ⅲ / Seminar in Management

**Operations Management Major**

Advanced Decision Theory / Human Factors Engineering

Physical Distribution Management / Total Quality Management

Supply Chain Management / Advanced Topics in Operations Management 1

Production System Management / Advanced Topics in Operations Management 2

Operations Strategy / Empirical Studies On Operations Management

Production & Logistics Information System

Advanced Topics in Service Operations Management

Service Operation Strategy / Research and Development Management

**Management Information Systems Major**

Object-Oriented Systems Development / Management Information Systems

Database Management / System Analysis & Design

Decision Support Systems / Application of Internet Technology

Development of Expert System / Electronic Commerce Research

Information System Research Ⅰ, Ⅱ

Information Systems Strategy / Emerging Information Technology Research

Business Data Communication

**Human-Organizational Major**

Management Leadership / Seminar in Business Strategy

Business Strategy / Participative Management

History of Management Theory / Seminar in International Business

International Human Resource Management / Business Ethics

Business Government & Society / Seminar in Labor Relations

Labor-Management Relations / Industrial ＆ Organization Psychology

Seminar in Human Resource Management / Human Resource Management

Seminar in Wage Administration / Organization Theory

Seminar in Organizational Culture / Seminar in Organizational Behavior

Organizational Behavior / Small Business Management

Entrepreneurship

**Finance Major**

Seminar in Advanced Investment / Socially Responsible Investing

International Finance / Financial Engineering

Financial Institutions / Seminar in Banking

Seminar in Corporate Finance / Corporate Finance

Advanced Corporate Finance / The Analysis of Time Series

Risk Management / Seminar in Risk Management

Bond Investment / Advanced Investment

Derivatives / Seminar in Derivatives

Theory of Portfolio

**Marketing Major**

Pricing Strategy / Macro Marketing

Supply Chain Management / Advertising Theories

Advertising Research / International Marketing

Marketing Theory / Seminar in Marketing Strategy

Marketing Research Methodology / Industrial Marketing

Seminar in Services Marketing / Brand Management

Seminar in Consumer Behavior / New Products Marketing

Channel Strategy / Seminar in Internet Marketing

Small- and Medium-Business Marketing Strategy / Integrated Marketing Communication

**Accounting Major**

Studies on Advanced Managerial Accounting / Studies on Management Accounting

Studies on Taxation / Empirical Accounting Research Ⅰ, Ⅱ

Studies on Cost Accounting / Financial Statements Analysis

Studies on Financial Accounting Ⅰ, Ⅱ / Seminar in Accounting Research Ⅰ, Ⅱ

Financial Accounting Theory / Studies on Auditing

Accounting Research Methodology / Accounting Theory

Accounting Information Economics / Accounting Information System

Accounting Policy Determination / History of Accounting Theory

Studies on Empirical Accounting Research

Course Description

 ■ 기초공통(Prerequisites)

경영자료처리연구 3 credit

(DATA ANALYSIS METHODS)

In this course students will study advanced statistics theories and their applications which would be needed for writing the thesis in each major field. This course is for master program students of management department.

경영통계연구 3 credit

(BUSINESS STATISTICS)

In this course students will learn introductory- and intermediate-level statistics theories which would be needed for researching and writing papers in each major area of business administration. This course is for master program students of management department.

경영학연구방법론 3 credit

(BUSINESS RESEARCH METHODOLOGY)

This course focuses on the basic concepts and analysis techniques of research methodology. More specifically, students will study experimental designs, research models, hypothesis setting, and measuring methods.

경영학특수연구 3 credit

(ADVANCED BUSINESS RESEARCH METHODO-LOGY)

The goal of this course is to provide students the knowledge and experience on the advanced statistical theories which would be needed for researching and writing papers in each major area of business administration.

■ 전공(Major Courses)

개별연구(1) 3 credit

(INDEPENDENT STUDY (1))

개별연구(2) 3 credit

(INDEPENDENT STUDY (2))

경영학과세미나 1 credit

(SEMINAR IN MANAGEMENT)

논문대체 3 credit

(NON-THESIS PROJECT)

■ 운영관리전공

(PRODUCTION & OPERATIONS MANAGEMENT MAJOR)

MOT연구 3 credit

(MANAGEMENT OF TECHNOLOGY RESEARCH)

This main purpose of this course is to learn the following the essential knowledge about management of technology .

R&D혁신전략연구 3 credit

(R&D INNOVATION STRATEGY)

The purpose of this course is to learn the essential knowledge related to R&D innovation strategies to increase the product and process innovations of firms.

경영과학 3 credit

(MANAGEMENT SCIENCE)

This course aims at learning the essential knowledge to specializing in operations management such as linear programming, simplex method, duality theory & sensitivity analysis, non-linear programming, game theory, Markov chain, simulation method, and queueing theory. It also covers how to apply the knowledge about them to the research on operations management.

고급계량경영학 3 credit

(ADVANCED QUANTITATIVE METHODS IN BUSINESS ADMINISTRATIONS)

The purpose of this course is to learn the advanced quantitative methods to resolve business problems including queueing theory, optimization method, risk modeling and other analytical approaches.

비즈니스인텔리전스 3 credit

(BUSINESS INTELLIGENCE)

The importance of the strategic application of Big Data is getting more and more important to business adminstration in practice. Therefore, this course is targeted at covering the four main topics of the Big Data as follows.

서비스사이언스 3 credit

(SERVICE SCIENCE)

As the service industry has been sharply developing, the service science is also getting more and more important. Accordingly, this course covers the four important topics related to the service science as follows.

지속가능경영론 3 credit

(ORPORATE SUSTAINABILITY MANAGEMENT)

In this subject, we will treat issues about CS (Corporate Sustainability). CS is business approach that creates long-term consumer and employee value by creating a "green" strategy aimed toward the natural environment and taking into consideration every dimension of how a business operates. Main issues are environmental management, green logisitcs, CER (Certified Emission Reduction), Climate Change.

고급의사결정론 3 credit

(ADVANCED DECISION THEORY)

This subject deals with basic or advanced method based on operations research/management science, decision modeling techniques, bayesian decision making model, multi criteria decision and AHP-based decision science technology in oder to model and analyze the various decision making situations.

물류관리론 3 credit

(PHYSICAL DISTRIBUTION MANAGEMENT)

This lecture delivers the basic ideas about cargo transit, transportation management, warehouse management, logistics management, international logistics, logistics-related law as well as operation management topics from various transport mode like air/maritime/land logistics.

SCM 연구 3 credit

(Supply Chain Management)

This subject deals with managerial and quantitative topics on various aspects of supply chain consisting of purchasing, acquisition, productions, logistics and distributions based on literature survey. Also it will expand the issues into risk management, security management and quality management of supply chain.

생산시스템연구 3 credit

(PRODUCTION SYSTEM MANAGEMENT)

This subject deals with some efficient management techniques for value adding processes including product and service transformation, finally studies over operational system design to maximize the managerial resources.

생산전략연구 3 credit

(OPERATIONS STRATEGY)

This subject deals with the basic theories about production operations managements of costs, quality, availability and flexibilities as well as international production distribution issues.

품질경영연구 3 credit

(TOTAL QUALITY MANAGEMENT)

This subject deals with the basic theories about total quality management as of a enterprise level management in order to meet the quality goal of internal or external customer's requirement.

생산운영관리특론I 3 credit

(Advanced Topics in Operations Management 1)

This subject aims to cultivate the basic research capacity to comprehend the related literature and write a research paper in operations management filed. It will review the essences of operations management such as domain knowledges about production and services, related quantitative and statistical methods.

생산운영관리특론 II 3 credit

 (Advanced Topics in Operations Management 2)

This subject deals with advanced theories about planning, control and evaluation process in production and service operations management area. Also, it will bring you the latest real case study considering resource, cost, quality and capability in every industries via literature study.

운영관리실증연구 3 credit

(Empirical Studies on Operations Management)

This subject studies advanced statistics and the state-of-art quantitative analysis methodologies such as AHP (Analytical Hierarchy Process), Structural Equations, Data Envelope analysis and Input-Output Analysis based on the literature survey.

서비스운영관리연구 3 credit

(Advanced Topics in Service Operations Management)

This subject will treat the current issues on service operations management area including service delivery system design and analysis, service science and product servitization based on literature survey in order to develop a new research topics.

■ 경영정보관리전공

(MANAGEMENT INFORMATION SYSTEMS MAJOR)

CRM특수연구 3 credit

(SELECTED TOPICS FOR CRM)

Focusing on the research paper published in the Journal, we aim to cultivate our knowledge and academic research ability about issues concerning the customer relationship management (CRM).

e-비즈니스특수연구 3 credit

(SELECTED TOPICS FOR E-BUSINESS)

With the understanding of the general e-Business, we make a further study for selected topics such as e-Business model, enterprise resource planning (ERP), supply chain management (SCM), and so on.

경영정보시스템론 3 credit

(MANAGEMENT INFORMATION SYSTEMS)

관계형데이터베이스설계와운영 3 credit

(RELATIONAL DATABASE DESIGN AND OPERATION)

비즈니스코딩 3 credit

(BUSINESS CODING )

This course focuses on building advanced coding capabilities in the basis of basic coding knowledge learned in Business Coding (1) course. Students will learn subjects such as regular expressions, file processing, web data extraction and text pre-preprocessing, which are useful in business environment..

빅데이터분석기초 3 credit

(BIG DATA ANALYSIS ESSENTIALS)

This course uses Big Data Analysis Software and actual data of several industry sectors to cultivate data analysis, interpretation, and business application capabilities that business majors students need to learn. Students will learn the basics of analysis package use(R and R studio), analysis modeling, visualization and business analysis and its application and practice.

소셜데이터분석과비즈니스응용 3 credit

(SOCIAL DATA ANALYSIS AND BUSINESS APPLICATION)

In this course, students will learn techniques of extracting, processing and analyzing text information mainly on social network sites, blog, and internet home pages by using R, which is the most popular big data analysis tool. Students also learn how to create business value through interpretation and application of social data analysis results.

시스템분석과설계 3 credit

(SYSTEM ANALYSIS & DESIGN)

전문가시스템연구 3 credit

(DEVELOPMENT OF EXPERT SYSTEM)

전자상거래연구 3 credit

(ELECTRONIC COMMERCE RESEARCH)

This course studies both strategic and technical aspects of e-commerce. Subjects will cover technical contents such as Internet programming, security, electronic payment means, and business and strategic aspects of e-commerce such as business feasibility analysis.

정보시스템연구(1) 3 credit

(INFORMATION SYSTEM RESEARCH Ⅰ)

정보시스템연구(2) 3 credit

(INFORMATION SYSTEM RESEARCH Ⅱ)

정보시스템전략론 3 credit

 (INFORMATION SYSTEMS STRATEGY)

지식경영과정보기술 3 credit

(KNOWLEDGE MANAGEMENT & INFORMATION TECHNOLOGY)

In this course, we study the major issues related to the knowledge management and information technology, according to the academic paper and practical case.

최신정보기술연구 3 credit

(EMERGING INFORMATION TECHNOLOGY RESEARCH)

기업의 정보화와 전략수립에 사용될 수 있는 최신정보기술에 대하여 기술적 내용과 경영에의 사업적 응용 측면을 연구한다.

컴퓨터통신론 3 credit

(BUSINESS DATA COMMUNICATION)

■ 인사조직전공

(HUMAN RESOURCE MANAGEMENT)

경영전략세미나 3 credit

(SEMINAR IN BUSINESS STRATEGY)

This course deals with how top management team identifies new visions through analyzing opportunities and threats facing the firm. The management team formulate corporate strategy by scanning external environment and assessing internal strength and weakness.

갈등관리연구 3 credit

(CONFLICT MANAGEMENT)

Organizational conflict can be defined as an opposite collision between organizational members. It is a inevitable phenomenon occurred when many agents, that have different organizational purposes and values, work together. Conflict management can prevent the negative effect of organizational conflict and encourage the positive effect of that. Therefore, this course would like to teach various theories on conflict and conflict management methods.

경영전략연구 3 credit

 (BUSINESS STRATEGY)

경영참가연구 3 credit

(PARTICIPATIVE MANAGEMENT)

국제경영세미나 3 credit

 (SEMINAR IN INTERNATIONAL BUSINESS)

국제인적자원관리연구 3 credit

 (INTERNATIONAL HUMAN RESOURCE MANAGEMENT)

기업가정신연구 3 credit

 (ENTREPRENEURSHIP STUDIES)

기업윤리연구 3 credit

 (BUSINESS ETHICS)

노사관계세미나 3 credit

(SEMINAR IN LABOR RELATIONS)

노사관계연구 3 credit

(LABOR- MANAGEMENT RELATIONS)

단체교섭세미나 3 credit

(SEMINAR IN COLLECTIVE BARGAINING)

Under the interdependence of labor unions, collective bargaining, and collective contract, this course attempts to study the negotiation processes and collective bargaining strategies in contemporary working conditions of labor-management relationship.

동기부여와리더십연구 3 credit

(MOTIVATION AND LEADERSHIP)

This course aims to reviews organizational behavior based on motivation and leadership theory. It includes how to inspire and motivate individuals, manage talent, influence without authority, and lead teams.

사회적기업가정신연구 3 credit

(SOCIAL ENTREPRENEURSHIP )

This course aims to deal with social entrepreneurs’ characteristics and abilities that can solve social problems in the modern societies. The course would deliver various case studies and related theoretical approaches that can help students understand social entrepreneurship. The course of social entrepreneurship, a key element of the survival and development of a social enterprise, would provide students with an academic foundation for future potential social entrepreneurs.

인적자원개발연구 3 credit

(HUMAN RESOURCE DEVELOPMENT THEORY)

Under the premise that human resource is the key element in achieving various organizational goals, this course deals with both predicting the supply & demand and training & development in human resource. Specific topics, among others, involve human resource planning, implementation and evaluation of training & development programs, and career development.

인적자원관리연구 3 credit

(HUMAN RESOURCE MANAGEMENT)

인적자원관리세미나 3 credit

(SEMINAR IN HUMAN RESOURCE MANAGEMENT)

임금관리세미나 3 credit

(SEMINAR IN WAGE ADMINISTRATION)

Compensation issues such as job evaluation, performance appraisal, and total benefit programs will be covered with a view to designing an effective pay structure in which compensation is made responsive to performance by individuals or teams.

조직개발연구 3 credit

(ORGANIZATION DEVELOPMENT THEORY)

This course covers planned change strategies in total organization that is sustainable in volatile environment. Specific topics involve adaptability, problem solving, self-evaluation analysis, and total system sustainability of an organization.

조직구조연구 3 credit

(ORGANIZATION THEORY)

조직문화세미나 3 credit

(SEMINAR IN ORGANIZATIONAL CULTURE)

조직행위세미나 3 credit

(SEMINAR IN ORGANIZATIONAL BEHAVIOR)

조직행위연구 3 credit

(ORGANIZATIONAL BEHAVIOR)

This course is study about the most basic relationship between individual and collective in the workplace. Personal level, the unit of analysis in personality and motivation, perception and attitude formation and decision-making, etc. are studied. It is studied that group-level analysis of group dynamics and leadership in the analysis unit, including power and influence.

조직혁신연구 3 credit

(ORGANIZATIONAL INNOVATION)

중소기업경영연구 3 credit

(SMALL BUSINESS MANAGEMENT)

창업경영세미나 3 credit

(SEMINAR IN ENTREPRENEURSHIP MANAGEMENT)

This course primarily deals with both the business startup procedures and the success vs. failure cases of business-startups. This course covers in-depth analyses of entrepreneurial processes in initial business startups.

팀연구세미나 3 credit

(SEMINAR IN TEAM-LEVEL RESEARCH)

■ 재무금융전공

(FINANCE MAJOR)

고급투자론세미나 3 credit

(SEMINAR IN ADVANCED INVESTMENT)

This course provides the opportunity to write a thesis on creative themes by reading and discussing literature on investment theory.

경영분석세미나 3 credit

(SEMINAR IN MANAGEMENT PERFORMANCE ANALYSIS)

Thiscourseisdesigned to provide student with theoreticalknowledgeand techniques of a comprehensive introduction to the basic concepts, methodological tools of management performance analysis. Management performance analysis is the process of reviewing and analyzing a company's financial statements, these statements include the Income Statement, Balance Sheet, and Statement of Cash Flows. Management performance analysis is a valuable tool for gauging the financial stability and health of a company. Financial analysis is a popular tool for investors, stakeholders and the key decision makers within the organization.

국제재무론 3 credit

(INTERNATIONAL FINANCE)

Under the global financial system, multinational companies faces with different forms of risks caused by changes in the exchange rates, interest rates, prices of assets, and so on..

This course will provide the theortical and practical background to analyze and deal with the risks mentioned above.

금융공학론 3 credit

(FINANCIAL ENGINEERING)

This course is designed to analyze the structure of recent financial instruments, develop a pricing model for each financial product, and create new financial products using traditional securities and financial derivatives.

금융기관론 3 credit

(FINANCIAL INSTITUTIONS)

The goal of this course is to acquire theoretical knowledge about the efficient operation of financial institutions by analyzing the structure of assets, liabilities and profit structure according to changes in interest rates.

금융기관론세미나 3 credit

(SEMINAR IN BANKING)

This course is designed to theoretically analyze interest rates, securities, depositors' insurance, and the structure of bank profits due to changes in banking laws. We also evaluate and discuss existing papers in order to model the banking practices.

기업가치평가 3 credit

(BUSINESS VALUATION)

The objective of this course is to let students understand and research feasibility study and evaluation methods of business projects. Recently, the importance of feasibility study an devaluation methods of the business project become mor eimportant,as firms pursuit more profitability and shareholder value maximization objectives. In this course, we teach and research methods to analyze economic and industry environment and to make business plan and forecasted financial statements. Further, we enhance practical ability of students through letting them understand the theory and practice of project evaluation methods.

기업재무관리세미나 3 credit

(SEMINAR IN CORPORATE FINANCE)

This course is to apply the theoretical frame work to the real economic world by keeeping on analyzing real economic phenomenon without strong assumptions through papers published in the major academic journals

기업재무론 3 credit

(CORPORATE FINANCE)

대체투자론 3 credit

(ALTERNATIVE　INVESTMENTS)

Thiscourseisdesigned to provide student with theoreticalknowledgeand techniques of a comprehensive introduction to the basic concepts, methodological tools of alternative investments. Alternative investments is an investment in asset classes other than stocks, bonds, and cash. Alternative investments includes tangible assets such as precious metals, art, wine, antiques, coins, or stamps and some financial assets such as a Real Estate Fund, commodities, private equity, distressed securities, hedge funds, carbon credits, venture capital, film production and financial derivatives.

사회책임투자 3 credit

(SOCIALLY RESPONSIBLE INVESTING)

Socially responsible investing(SRI) is an investment process that considers the social, economic, and environmental consequences on investments, both positive and negative, within the context of rigorous financial analysis. SRI incorporates three strategies: screening, shareholder advocacy, and community investing.

시계열분석 3 credit

(THE ANALYSIS OF TIME SERIES)

This is a course of method and application for time series data which includes autocorrelation, Box-Jenkins, autoregressive process, moving average process models and forecasting with application.

위험관리론 3 credit

(RISK MANAGEMENT)

This course is designed to study risk management techniques. Students can obtain knowledge about how to minimize the risk of financial portfolios and corporate business.

위험관리세미나 3 credit

(SEMINAR IN RISK MANAGEMENT)

Through the papers, We will study how to quantify and value the risks exposed from the increases in volatility of macro-economic variables. The course is to purpose that we will provide a model to estimate firm's risk level and its value, and that develop the VaR model under the different statistical assumptions.

채권투자론 3 credit

 (BOND INVESTMENT)

This course encourages students to study theories related to bond pricing. The main topic is to analyze the sensitivity of bond price to interest rate risk depending on yield-to-maturity, time-to-maturity, and embedded options. Students can learn the duration, gap, convexity, and OAS analyses to manage the portfolios of bonds with options.

투자론연구 3 credit

 (ADVANCED INVESTMENT)

This course integrates knowledge acquired from investment theory with risk management techniques to empirically analyze portfolio insurance, asset allocation strategies, and management techniques combined with statistical analysis theory.

파생상품론 3 credit

(DERIVATIVES)

With the increases in voaltility of interest rates, exchanges rates, and stock prices, the firms are facing with higher management risks as compared to those of past decades. In this course, we will introduce the various kinds of finacial derivatives product, and provide the basic knowledge for how to control risks by using these derivatives traded in the exchange and OTC.

파생상품론세미나 3 credit

(SEMINAR IN DERIVATIVES)

By getting rids of strong assumption in the pricing models of Derivatives, Students learn the structure of pricing mechanism and how to modify the existing pricing models. As the economic environment is changed abruptly, new derivatives in the OTC are traded. In this seminar, we will study how to price new products, which have the various forms of option imbedded.

포트폴리오이론 3 credit

(THEORY OF PORTFOLIO)

This course provides the theoretic background about how to construct and manage the portfolios of risky and risk-free assets for both individual and institutional investors. The course also covers issues on corporate asset management.

■ 마케팅전공(MARKETING MAJOR)

공급체인관리 3 credit

(SUPPLY CHAIN MANAGEMENT)

Provides an understanding of the role of logistic in national and multinational business activities. Reviews the logistics system elements and their interrelationships, including trade-offs; presents a variety of analytical tools and techniques for solving logistical problems; and illustrates how customer service can be used to achieve differential advantage in the market place. Lectures, industry examples, and case studies are utilized

광고이론 3 credit

(ADVERTISING THEORIES)

광고조사론 3 credit

(ADVERTISING RESEARCH)

The objectives of this course are to provide an overview of advertising data analyses, discuss the effects of advertising on advertisers and consumers and demonstrate implications of the new technology as they relate to analysis, design and development of advertising.

국제마케팅 3 credit

(INTERNATIONAL MARKETING)

This course is subject to acquire the basic knowledge for firm's successful global marketing. Specifically this course deals with global product policy, global pricing policy, global promotion policy, global distribution policy, and global marketing strategy.

동시대마케팅연구세미나 3 credit

(SEMINAR IN CONTEMPORARY MARKETING RESEARCH)

마케팅이론 3 credit

(MARKETING THEORY)

마케팅전략세미나 3 credit

(SEMINAR IN MARKETING STRATEGY)

Analysis of marketing problems as related to the managerial functions of planning, organizing, and controlling marketing operation. Both theory- based and past empirical research articles are used to examine the various conceptual models, frameworks, and techniques used to develop, evaluate, and implement marketing strategies at the firm level.

마케팅조사방법론 3 credit

(MARKETING RESEARCH METHODOLOGY)

The application of research techniques and procedures for measuring market opportunities. Specific attention, in addition to descriptive analysis, is given to techniques of and criteria for the identification and selection of market segments.

브랜드관리론 3 credit

(BRAND MANAGEMENT)

An important goal of the course is to provide students with concepts and techniques to improve the long-term profitability of brand strategies. This course provides a fundamental understanding of how to build, measure, and manage a brand. It involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity. Course activities include readings from brand management textbooks, articles selected to complement the textbook, and cases to apply the theories and strategies from the readings and discussions.

서비스마케팅세미나 3 credit

 (SEMINAR IN SERVICES MARKETING)

Provides an understanding of the role of services in national and multinational business activities. Review the service marketing strategy, service quality, and customer satisfaction.

소비자심리연구 3 credit

(STUDIES ON CONSUMER PSYCHOLOGY)

This course tries to extend students’ understanding of psychological factors in the study of consumer behavior. This course is designed to provide a basic understanding of consumer traits and factors of social psychology. By presentation and discussion on related articles and constructs, students will learn about the empirical and theoretical framework of psychological factors. Understanding of psychological factors will help students with developing an effective marketing plan and enable students to build an own empirical model of consumer behavior involving the psychological factors.

소비자행동세미나 3 credit

(SEMINAR IN CONSUMER BEHAVIOR)

A application of behavior science concepts to problems of understanding and influencing group and individual behavior.

신상품마케팅 3 credit

(NEW PRODUCTS MARKETING)

This course is designed to understand and utilize new product development and management processes. This course focuses on technological products(high-tech products), and learns theories related to the characteristics of new technological products, consumer behavior for technological products, diffusion strategy, and new product design.

온라인소비자연구 3 credit

(STUDIES ON ONLINE CONSUMER)

As the online marketing continues to grow at a rapid race, marketers are faced with new challenges and opportunities within the online age. This course is designed to understand and analysis a changing of consumer behavior in the area of online. The purpose of this course is to provide a detailed overview of how the online is reshaping the customer-market relationship and to introduce and explain the key concepts, methodologies, and technological trends.

유통전략 3 credit

(ANNEL STRATEGY)

인터넷마케팅세미나 3 credit

(SEMINAR IN INTERNET MARKETING)

The objectives of this course is to understand the role of internet and to review inter marketing strategy.

중소기업마케팅전략 3 credit

(SMALL- AND MEDIUM-BUSINESS MARKETING STRATEGY)

통합마케팅커뮤니케이션 3 credit

 (INTEGRATED MARKETING COMMUNICATION)

The objectives of this course are to demonstrate the coordination process of the various promotional elements and other marketing activities that communicate with a firm's customers and show new marketing approaches used by companies to focus their efforts to acquire, retain, and develop relations with customers and other stakeholders.