

## HSB-Short Term Study Program 2025

a transatlantic joint project of the HSB-School of International Business and its partner universities in the U.S.A.

### PRINCIPLES OF MARKETING

Course dates: 2 June – 27 June 2025  
Credit hours: 3 credit hours



FRANK G. ZARB  
SCHOOL OF BUSINESS

### Syllabus

Instructor:	Professor Dr. Boonghee Yoo	
	Frank G. Zarb School of Business Hofstra University New York	
	RMI Distinguished Professor in Business and Professor of Marketing	
Email: bonghee.yoo@hofstra.edu		

Schedule: Monday-Thursday 13.30 h – 16.45 h

### HSB-SHORT TERM STUDY PROGRAM

Hochschule Bremen - Werderstraße 73 - 28199 Bremen - Germany Phone:  
+49-(0)421-59054163 / ifk@hs-bremen.de  
[www.hs-bremen.de/short-term-study-programme](http://www.hs-bremen.de/short-term-study-programme)



### Course Description:

This course provides an intensive analysis of the concepts, structure and operation of the domestic and international marketing system, the development and evaluation of marketing plans, industrial and final consumers, product planning, agencies and functions of distribution, promotion and publicity, pricing, legislation, ethics, social responsibility and environmental issues.

### Content:

- What is Marketing?
- New Product Development
- Marketing Research
- Discovering Consumer Needs
- Digital and Social Media Marketing
- Consumer Behavior
- Market Segmentation and a Target Market Strategy
- Brand Positioning
- Managing Products and Brand Equity
- An Overview of Distribution Planning & Logistics
- Integrated Marketing Communications
- Pricing
- Marketing Metrics

### Evaluation Criteria

Lectures on the topics listed above will be complemented by active discussions between the instructor and students. Students will complete two take-home exams and deliver one presentation.

Exam 1 -----	30% (Take-home)
Exam 2 -----	30% (Take-home)
Individual Presentation -----	30% (Content 20% and Oral Presentation 10%)
Attendance -----	10%

**Grading System:**

German Grade	1,0 – 1,5	1,6 – 1,9	2,0 - 2,2	2,3 – 2,5	2,6 – 3,2	3,3 - 3,5	3,6 – 4,0	>4,0
US Grade	A	A-	B+	B	B-	C+	C	F
Qualifier	Excellent	Good			Satisfactory		Sufficient	Failing
Percentage	100-90 %		89-80 %			79-70 %		<70 %

- The program may be subject to change -

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