

科目コード／科目名 (Course Code / Course Title)	BT161／Marketing Management in Japan		
担当者名 (Instructor)	キャロライン(CAROLINE TAN)		
学期 (Semester)	春学期(Spring Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU2101	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標 (Course Objectives)

The Marketing Management course will provide the basic concepts, theories and methods; the necessary building blocks in understanding marketing. This course has three main objectives. The first is to help students understand how organizations in Japan create value in their practice of marketing. Primary emphasis is placed on marketing management in Japan with emphasis on branding, consumer behavior, segmentation and positioning, the marketing mix variables, distribution and communications. We will also be looking at different case examples ranging from Japanese corporations to Multinationals in Japan. Students will develop an understanding of marketing practice through extensive readings and class lectures. The second objective is to develop students' ability to think analytically and strategically in addressing marketing problems. Finally, students will acquire the skills in analyzing and applying decision tools and the know-how of analyzing business situations and developing marketing plans as well as perform marketing research.

授業の内容 (Course Contents)

This course is focusing on marketing management in Japan with emphasis on branding, consumer behavior, segmentation and positioning, the marketing mix variables, distribution and communications. We will also be looking at different case examples ranging from Japanese corporations to Multinationals in Japan.

授業計画 (Course Schedule)

1. Introduction to the course, expectations and grading.
Situational Analysis and Value Creation
2. Micro environment Analysis
3. Macro environment Analysis
4. Segmentation, Target and Positioning
5. B2C
6. Mid term test
7. B2B
8. Pricing
9. Branding
10. Marcom
11. Social Marketing and Cause Marketing
12. Sustainable & Green Marketing
13. Final Presentation
14. Final Presentation

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

Reading assignments will be advised during class (and also announced on Blackboard) and students are expected to read before coming to class.

Discussions will also be held and students are expected to formulate and debate their ideas (per the reading assignments and assigned classes).

成績評価方法・基準 (Evaluation)

Class Participation(20%)/Midterm Test(40%)/最終レポート(Final Report)(40%)

テキスト (Textbooks)

Materials will be provided over Blackboard respectively.

参考文献 (Readings)

Materials will be provided over Blackboard respectively.

その他 (HP 等) (Others(e.g.HP))

This is a tentative schedule and subject to change. Changes will be communicated in class accordingly.

7 online classes are scheduled.

注意事項 (Notice)

Sheltered Course (Min. TOEIC: 730)