

I 大学 : 「Marketing in Japan」

講座のねらい	<p>This is an interactive course which focuses on recent developments in marketing with attention to actual processes and strategies in each industry. It aims to introduce the practical views and opinions of experienced players in the field of marketing. Their following brief profiles should help students enrolling in the lecture.</p> <p>Student will deepen their understanding on the peculiarity and commonality of Japanese companies in comparison to US & European companies through its marketing strategies and management as well.</p>
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講義テーマ

1. Marketing 4Ps and 3Cs, Case Study: Nissan March
2. SWOT analysis, Case: Zara & Uniqlo in China
3 Characteristics of the industry, New product development
4. Positioning in competitive market, Case Study: Sports drinks
5 Value of BRANDs, Concept of strategic marketing
6 Success of the Japanese Food Manufacturers overseas
7. Global Marketing of Japanese High Tech. Industry (Semiconductor & LCD)
8. Global Marketing Strategy for Japanese Electronics Industry.
9. Comparison of Global Marketing Strategy for Japanese & Korean Electronics Industry
10. Management Philosophy, Claim Letters and Menu Strategy
11. Training Staff & Education, Sales Strategy and Franchise Expansion
12. Marketing Activities as automobile manufacture
13. Marketing for the advanced markets and the emerging markets
14. Marketing of Consumer Goods and Intellectual Property Rights
15. Marketing through Yuru-Chara in Japan