

シラバス情報照会 照会画面

条件指定画面 結果一覧画面 照会画面

シラバス情報

授業情報

| | | | |
|------------|--|---------|-----------|
| 授業コード | S18529 | 開講キャンパス | 商学部砦キャンパス |
| 授業開講年度 | 2018年度 | | |
| 科目コード | 4931 | 科目分類 | 専門教育科目 |
| 単位数 | 2.0 | | |
| 履修期 | 年間授業 | 抽選対象 | 対象外 |
| シラバス投稿状況 | 投稿完了 | | |
| 担当者 | 戸田 裕美子 | | |
| 科目名 | M a r k e t i n g | | |
| 授業の対象となる学年 | 3年以上 | | |
| 授業の目的と概要 | Marketing is a dynamic and exciting social phenomenon. However, people often confuse marketing with advertising or sales. This is not a correct understanding of marketing. In this class, you will learn about the real nature and scope of marketing management. | | |
| 到達目標 | By the end of this course, you will be able to have a clearer understanding of the marketing activities that affect your daily life, explain key marketing terms, concepts, principles and theoretical approaches, describe decision-making processes and frameworks related to the selection of marketing objectives, target markets and marketing mixes, explain how marketing practice is influenced by its operating environment, and apply theoretical frameworks to real-world marketing situations. | | |
| 授業の形式 | 講義 | | |
| 授業時間外の学修方法 | Preparations for presentations and project papers | | |
| 第1回授業内容 | Course Introduction, Rules, and Administrative Details. | | |
| 第2回授業内容 | Marketing: Creating and Capturing Customer Value | | |
| 第3回授業内容 | Marketing: Creating and Capturing Customer Value | | |
| 第4回授業内容 | Company and Marketing Strategy | | |
| 第5回授業内容 | Company and Marketing Strategy | | |
| 第6回授業内容 | Analyzing the Marketing Environment | | |
| 第7回授業内容 | Analyzing the Marketing Environment | | |
| 第8回授業内容 | Managing Marketing Information to Gain Customer Insights | | |
| 第9回授業内容 | Managing Marketing Information to Gain Customer Insights | | |
| 第10回授業内容 | Customer Markets and Customer Buyer Behavior | | |
| 第11回授業内容 | Customer Markets and Customer Buyer Behavior | | |
| 第12回授業内容 | Business Markets and Business Buyer Behavior | | |
| 第13回授業内容 | Business Markets and Business Buyer Behavior | | |
| 第14回授業内容 | Reviewing Basic Nature of Marketing Management. | | |
| 第15回授業内容 | Reviewing Basic Nature of Marketing Management. | | |
| 第16回授業内容 | Customer-Driven Marketing Strategy | | |
| 第17回授業内容 | Product, Services, and Brands | | |
| 第18回授業内容 | New Product Development and Product Life-Cycle Strategies | | |
| 第19回授業内容 | Reviewing Product Strategies | | |

| | |
|-----------------------|--|
| 第20回授業内容 | Pricing, Understanding and Capturing Customer Value |
| 第21回授業内容 | Pricing Strategies |
| 第22回授業内容 | Reviewing Pricing Strategies |
| 第23回授業内容 | Marketing Channels : Delivering Customer Value |
| 第24回授業内容 | Retailing and Wholesaling. |
| 第25回授業内容 | Reviewing Channel Strategies. |
| 第26回授業内容 | Communicating Customer Value |
| 第27回授業内容 | Advertising and Public Relations. Personal Selling and Sales Promotion |
| 第28回授業内容 | Direct and Online Marketing |
| 第29回授業内容 | Reviewing Promotion Strategies |
| 第30回授業内容 | Lecture of guest speaker |
| 成績評価の方法 | Class contribution 20% Presentations 30% Project papers 30% Assignments/quizzes 20% |
| 教科書等 | N/A |
| オフィスアワー | PM1:00 to 2:00 on every Fridays |
| その他(受講上の注意、受講生への要望など) | This lecture will be offered only in English. A marketing practitioner or academic researcher will be invited as a guest speaker in this lecture. |

教室情報

| | |
|------|---------|
| 履修年度 | 2018年度 |
| 開講期 | 年間授業 |
| 曜日時限 | 火曜 1 時限 |
| 教室 | 2603教室 |

[戻る\(X\)](#)