

INTERNATIONAL MARKETING FROM A JAPANESE
APPROACH 2credits (Spring 1st half)
日本のアプローチにおける国際マーケティング 2単位
(春学期前半)

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Course Description:

This course introduces students to a systematic treatment of marketing on an international and global scale. The concepts relevant to international marketers are described. The course is developed along two basic dimensions—the cultural environment of international/global marketing and the management of international/global marketing operations. The course focuses on the strategic implications of marketing in Japanese/Asian cultures.

Textbooks:

Doole, Isobel and Robin Lowe (2012), International Marketing Strategy 6th ed., Cengage Learning.

Course Plan:

- 1 Course Introduction
The Scope and Challenge of International Marketing in Asia
- 2 The Foundation of Culture
- 3 Cultural Dynamics in Japan
- 4 Culture, Management Style & Business Systems
- 5 Marketing Research
- 6 The Political & Legal Environments
- 7 Global Marketing Management: Planning & Organization
- 8 Products & Services
- 9 International Marketing Channels in Japan
- 10 Pricing Issues
- 11 Culture & Consumer Behavior
- 12 Culture & Communication in Japanese Contexts
- 13 Integrated Marketing Communication
- 14 Exam

Other Course Wrap-Up

Method of Evaluation:

Class Participation/Attendance: 10 %

Country Profile Assignment (Group): 20 %

Online Assignments: 10 %

Exam: 60 %