

**Subject**

Special Topics in International Exchange-Marketing Management 02 [Fall]

**Subject numbering**

INTR1000

**Lecturer**

Mori Takeshi

Laboratory: Waiting room for adjunct lecturers

Office hours: Before and after class

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**Number of credits**

2 credit(s)

**Tentative List of Topics to be Presented**

This course aims to provide students with an overview of the basic frameworks of marketing. It also introduces practices of e-commerce and web marketing, with a focus on cross-border transactions. Students will also learn about the importance of EQ (emotional intelligence quotient).

By the end of the course, students will be able to: understand the basic concepts and principles of marketing, implement marketing strategies and plans, and appreciate the diversity and uniqueness of foreign cultures and people.

Students are required to read the assigned materials and prepare for the class discussions and activities. They are also expected to review the key points and concepts covered in each class. The instructor will provide the materials and the tasks before each class.

1. -Class Objective

- 15 Day session themes

- Grading methods. About Test(s) and Presentation (PP) in the course of the sessions.

- Self-introduction by all students; Name, Easy to remember nick name for classmates, Country from, University from and its location, Majored subject, Purpose for coming to Japan, Job wish to have in the future, Your first impression and current understanding about economic situation in Japan and that of your country.

- Overview of marketing flow

2. Environmental Analysis

- Students will give a presentation on a selected Japanese item found interesting and seems to be accepted in their home country

3. SWOT Analysis

- SWOT analysis for selling the selected Japanese item.

4. STP (Segmentation, Targeting, Positioning)

- Students will identify and describe the market segments, target markets, and positioning strategies for their selected Japanese item.

5. Brands

- Brand value

6. 4P (Product) and Case Study

- Product and localization.

7. 4P (Price) and Case Study

- Students will learn about the factors of pricing.

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9. 4P (Promotion), Case Study

- Tools of promotion, and how to design and implement a promotion mix.

- Test on Sessions 1 to 9

- Grouping

10. -Test on Sessions 1 to 9

- Marketing Analysis for Theme Park/Accommodation and Case Study

- Marketing frameworks for a theme parks and accommodation businesses.

11. Cross-Border E-Commerce

- The benefits and challenges of cross-border e-commerce, and the factors influencing cross-border e-commerce decisions.

12. Web Marketing

- Strategies and techniques of web marketing.

- Test on Sessions 10 to 12

13. - Test on Sessions 10 to 12

- EQ (emotional intelligence quotient)

- Group Work Preparation

14. Group Project Presentation DAY1

15. Group Project Presentation DAY2

**Evaluation**

Examination: 60%

Report: %

Others: 40%

There will be two easy exams and a group presentation in the semester for students to demonstrate the knowledge acquired from the course. The main assessment criteria will be understanding of the marketing frameworks and utilization ability.

**Textbooks & Suggested References****Keywords**

Marketing, International Business, Diversity, E commerce

**Class Time**

Monday 3<sup>rd</sup> period