

Name of Subject		マーケティングリサーチ Marketing Research			Lecture in charge		Adjunct Associate Professor Seiji Nozawa Graduate School of Management		
Grade	1	Credit	2	Semester	1	Schedule	Sat. 2・3 (Every 2 weeks)	Type of lecture	Lectures (& discussions)
Category	Basic	Course	International Project Management Course				Non-GSM	No	
[Course description / Purpose]									
<p>This course (Marketing) is designed to give an overview or process of marketing in order to identify and solve marketing problems. It focuses not only on giving fundamental knowledge but also on applying its knowledge to marketing problems.</p>									
<p>This course begins from basic concept of marketing as an introduction. It is, as a main subject, organized into three parts. Part I provides an analysis of a marketing opportunity &amp; environment which can include 3C analysis (Customer, Competitor, Company) to identify marketing problems. Part II provides a development of marketing strategy based on STP (Segmentation, Targeting, Positioning). Part III provides a design of marketing mix which means 4P (Product, Price, Promotion, Place). Each class will proceed in a combined use of lecture and a small case.</p> <p>Each class is summarized as follows*:</p> <p>1 &amp; 2: Basic concept: definition and principle of Marketing</p> <p>3 &amp; 4: An analysis of marketing opportunity &amp; environment: 3C (Customer, Competitor, and Company), 5 forces, etc.</p> <p>5 &amp; 6: A development of marketing strategy: STP (Segmentation, Targeting, and Positioning(including Branding))</p> <p>7 &amp; 8: A design of marketing mix (product): structure of product and Product Life Cycle</p> <p>9 &amp; 10: A design of marketing mix (price, place): pricing and distribution channel</p> <p>11 &amp; 12: A design of marketing mix (promotion): IMC (Integrated Marketing Communication), promotion tool, and advertising</p> <p>13 &amp; 14: Case discussion</p> <p>15: Wrap-up (Summary)</p>									
[Requirement for registration / Necessary prior knowledge for the lecture]									
<p>No knowledge of marketing is required. Please note that auditing students are required to have a brief interview with the professor before classes start. The number of auditing students will be limited.</p>									
[Assessment method and benchmark]									
<p>Final exam : 60%. Class participation : 40%.</p>									
[Books]									
<p>No specific textbooks are used. Necessary articles and documents will be distributed in the class.</p>									
[Books for reference]									
<p>Relevant references will be provided in appropriate classes.</p>									
[Others]									
<p>Office hours: Anytime by E-mail.</p>									