


View Syllabus Information

Even after classes have commenced, course descriptions and online syllabus information may be subject to change according to the size of each class and the students' comprehension level.

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Course Information

Year	2020	School	School of Social Sciences
Course Title	Marketing in Practice		
Instructor	IHARA, Hisamitsu		
Term/Day/Period	spring semester Mon.4		
Category	Foundations in Social Sciences	Eligible Year	1st year and above
		Credits	2
Classroom		Campus	waseda
Course Key	18G0000119	Course Class Code	01
Main Language	English		
Course Code	CMMM101L		
First Academic disciplines	Commerce		
Second Academic disciplines	Marketing		
Third Academic disciplines	Marketing		
Level	Beginner, initial or introductory	Types of lesson	Lecture

Syllabus Information
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Course Outline
【CJSP/TAISI Course】

This course is designed to present practical realities in marketing. In each class, at least one case-study is introduced to analyze what is happening on the frontline of business activities. Using such a case study approach and audiovisual method, a wide range of subjects are

discussed to understand marketing. With the interdisciplinary-oriented policy at School of Social Sciences in mind, a sociological view will be given in addition to marketing theories.

Objectives

The goal of this course is to provide students with basic knowledges and key concepts in marketing. In addition, students are required to learn how to apply marketing theories to actual corporate activities.

before/after course of study

Students are expected to have a rudimentary understanding of marketing.

Course Schedule

1: 第1回

Introduction : explain the general outline and study plan of the course

2: 第2回

Computergame market (1) : discuss trends toward softening economy through the case-study of Atari in the U.S.

3: 第3回

Computergame market (2) : explain the concept of "STP," and discuss competitive strategies through the case-study of Nintendo.

4: 第4回

Computer game market (3) : explain the concept of "4P," and discuss competitive strategies through the case-study of Sony PlayStation.

5: 第5回

Yamato Transport (1) : discuss difference between goods and services through the case-study of Yamato Transport.

6: 第6回

Yamato Transport (2) : discuss how to create innovative services through the case-study of Yamato Transport and their business model.

7: 第7回

Yamato Transport (3) : discuss how to create innovative services through the case-study of Yamato Transport and their business model.

8: 第8回

Kao Attack and TOTO Washlet : discuss creation of market through the case-study of Kao Attack (concentrated laundry detergent) and TOTO Washlet (electric toilet seat).

9: 第9回

Tembinno Uta (1) : watch a film about old Japanese merchants and their ways and spirits.

10: 第10回

Tembinno Uta (2) : discuss differences between old Japanese merchant ways and modern marketing after watching the movie.

11: 第11回

Tembinno Uta (3) : discuss differences between old Japanese merchant ways and modern marketing after watching the movie.

12: 第12回

Tokyo Disney Land : discuss the product policy through the case-study of Tokyo Disney Land

13: 第13回

Coca Cola : discuss the promotion policy through the case-study of Coca Cola

14: 第14回

Christmas Eve : discuss the reasons why the Japanese Christmas Eve became the lover's

day.

15: 第15回

Ford Model T : discuss production-oriented marketing concept through the case-study of Ford Model T in the US market

Textbooks

Several chapters of the following textbook will be translated into English and given to students.
井原久光 『ケースで学ぶマーケティング（第2版）』 ミネルヴァ書房, 2014年

Reference

井原久光 『ケースで学ぶマーケティング（第2版）』 ミネルヴァ書房, 2014年
井原久光 『社会人のための社会学入門 改訂増補版』 産業能率大学出版部, 2015年

Evaluation

Rate

Evaluation Criteria

Exam: 30% Quiz (30%): Answer the “quiz” to show how much you understand the lecture.

Papers: 50% Opinion (50%): Give us your “opinion” on the subject of discussion.

Class Participation: 20% Research (20%): Give us your individual “research,” whatever you study, on each week’s topic.

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