


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 International Liberal Studies	
Course Title	Introduction to Marketing 01			
Instructor	MORIMOTO, Mariko			
Term/Day/Period	spring semester Mon.3			
Category	Economy and Business	Eligible Year	1st year and above	Credits 2
Classroom	22-201	Campus	waseda	
Course Key	210EB20900	Course Class Code	01	
Main Language	English			
Course Code	CMMM10ZL			
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	The course examines principles necessary for developing marketing strategy for customers, consumers, and publics, with attention to delineating strategic plans and identifying target markets. Multiple elements of the marketing mix (e.g., product development and management, pricing, distribution, and communication) are surveyed.
	In this course, students will:

Objectives

- 1) understand the role of marketing within society and within an economic system
- 2) learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business
- 3) consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions
- 4) learn key marketing principles and terminology
- 5) appreciate how a marketing perspective is important in your own personal and professional development

Course Schedule

- 1: Vol. 1
Introduction: What is Marketing?
- 2: Vol. 2
Marketing Strategy and Environment
- 3: Vol. 3
Marketing Research
- 4: Vol. 4
Consumer Behavior
- 5: Vol. 5
Customer-Driven Marketing Strategy
- 6: Vol. 6
Products & Services
- 7: Vol. 7
Exam 1
- 8: Vol. 8
Pricing
- 9: Vol. 9
Integrated Marketing Communication
- 10: Vol.10
Advertising & Public Relations
- 11: Vol.11
Personal Selling & Sales Promotion
- 12: Vol.12
Competitive Advantages
- 13: Vol.13
The Global Marketplace & Social Responsibility
- 14: Vol.14
Exam 2
- 15: Vol.15
Course Wrap-Up

Textbooks

William M. Pride and O. C. Ferrell (2017), Foundations of Marketing, 7th Edition plus MindTap, Cengage Learning

Note: Please purchase the textbook at the campus bookstore. Purchasing through online stores

(e.g. Amazon) is not recommended since you need this specific edition to complete assignments.

Evaluation

Rate

Evaluation Criteria

Exam: 30% Exam 1 (in-class closed-book exam)

Papers: 30% Exam 2 (in-class closed-book exam)

Class Participation: 10% Physical attendance itself will not be sufficient to earn participation grades. Active participation based on assigned readings is mandatory.

Others: 30% Pop Quiz: 10%

Online Assignments: 20%

Note / URL

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