

MAN300LF (経営学 / Management 300)

ESOP: 上級マーケティング論 / Advanced Marketing

Add

John FOSTER

【授業の概要と目的 (何を学ぶか) / Outline and objectives】

This course focusses on practical and applied aspects of marketing and innovation. Students will explore major concepts in marketing applying methods and frameworks utilized by marketing practitioners. As well, we examine Japan through the marketing lens: how is marketing different, Japan's impact on the marketing outside Japan, and how foreign firms access and appeal to the Japanese marketplace.

This course uses several case studies requiring participation and discussion. A mixture of Ivey Business School Cases, selected articles and practical experiential interactions is used in an effort to increase student awareness of real-world marketing concepts and issues, encourage creative and critical thinking and decision making.

【到達目標 / Goal】

On successful completion of this course a student should be able to:

1. Demonstrate an understanding of a range of contemporary marketing issues, theories, practices and models relating broadly and to the Japanese market;
2. Evaluate and critique contemporary marketing practices and understand the best methods of implementation to maximize business performance;
3. Demonstrate proficiency in presenting, analyzing, discussing, evaluating and making decisions regarding contemporary marketing initiatives within an organization;
4. Demonstrate knowledge of marketing (branding, mar-com, localization, distribution, etc.) in Japan
5. Critically evaluate contemporary marketing issues through case studies;
6. Apply theoretical frameworks in relation to marketing literature and practice;
7. Present both written and verbal reports within the conventions of academic writing.

【授業で使用する言語 / Default language used in class】

英語 / English

【授業の進め方と方法 / Method(s)】 (学期の途中で変更になる場合には、別途提示します。 / If the Method(s) is changed, we will announce the details of any changes.)

This course is taught using a variety of instructional and learning models. Everyone learns differently and in an international program everyone has different backgrounds and perspectives. Lecture, readings, case studies and assignments are effective methods. Group collaboration and discussion provide opportunity for communicating and justifying one's viewpoint.

An array of case studies will be used through out. Reading (cases and text) and in-depth preparation in advance is required for each class. Cases are effective in preparing future marketing managers. We put ourselves into situations and must make and justify important decisions.

Participation

Student participation is expected and accounts for a major portion of the grade. To be successful students must prepare thoroughly for each class.

Feedback

At the beginning of class, a review and discussion feedback for the previous class is given through comments on selected discussion topics from the previous class.

Good comments and questions from the class discussion are introduced in class to facilitate further discussions.

Submission of assignments and feedback are to be uploaded on the Learning Management System.

Comments for assignments (tests and reports, etc.) are given during office hours.

Faculty/Graduate school	Exchange Students from Overseas Program
Attached documents	
Year	2025
Class code	A8527
Previous Class code	
Previous Class title	
Term	秋学期授業/Fall
Day/Period	金3/Fri.3
Class Type	
Campus	市ヶ谷 / Ichigaya
Classroom name	BT0608
Grade	
Credit(s)	2
Notes	
Class taught by instructors with practical experience	
SDGs CP	
Urban Design CP	
Diversity CP	
Learning for the Future CP	
Carbon Neutral CP	
Chiyoda Campus Consortium	

In the final class, review, comments and explanations are given for tests, reports and other assignments given during the semester.

【アクティブラーニング（グループディスカッション、ディベート等）の実施 / Active learning in class (Group discussion, Debate.etc.)】

あり / Yes

【フィールドワーク（学外での実習等）の実施 / Fieldwork in class】

なし / No

【授業計画 / Schedule】

授業形態 / methods of teaching : 対面/face to face

※各回の授業形態は予定です。教員の指示に従ってください。

回 / No.	各回の授業形 態予定 / methods of teaching	テーマ / Theme	内容 / Contents
1.	対面/face to face	20 Sept: - Introduction	- Introduction to the course - Marketing Framework Overview - Discussion of current issues in marketing - globally and in Japan
2.	対面/face to face	27 Sept: - Market Analysis	Uncovering the deeper issues and problems in markets; a framework for analyzing markets; an examination of the Japanese market; accessing information
3.	対面/face to face	04 Oct: - Marketing Strategy and Perspective & Introducing the Case Study Method	Orienting perspectives toward marketing through examining the works of marketing practitioners; Case analysis and application of the case study method; Practice case
4.	対面/face to face	11 Oct: Global Marketing - Strategy	Case: Illy Espresso - Illy Espresso: Where to expand next? Using an array of data in the case and several frameworks introduced in class, the case requires the answer to a very important marketing decision.
5.	対面/face to face	18 Oct: - Culture and Advertising	How ought international marketers approach culture difference? How does culture affect advertising? These critical questions are examined with the works of Hofstede and De Mooji.
6.	対面/face to face	25 Oct: - Product development	Guided team-based creative development task to create a new brand for the Japanese market
7.	対面/face to face	08 Nov: Global Marketing - Branding	Case: Ippudo: Bringing Japan to Paris in a Bowl How to position a Japanese food service product in a foreign market? Developing a new marketing mix; differentiation in a foreign market; promotional strategies; cross-cultural differences in customer expectations.
8.	対面/face to face	15 Nov: - Advertising and Branding	Advertising Strategy - An Examination of state of advertising with a focus on global advertising in Japan
9.	対面/face to face	22 Nov: - Business expansion strategies in a foreign market	Case: Dominos Pizza Japan - Expanding a foreign brand in the Japanese market
10.	対面/face to face	29 Nov: - Midterm	DUE: Assignment 1 Student presentations, discussion and peer

		Presentations	feedback of a product develop task assigned earlier in the term. An opportunity to apply course learnings in developing a product/marketing campaign for the Japanese market
11.	対面/face to face	06 Dec: - Innovation I	An examination of the importance of innovation in the marketing process; including the seminal work of Clayton Christiansen - The Innovator's Dilemma; Product innovation in Japan; The silver market phenomenon
12.	対面/face to face	13 Dec: - Innovation II	Case: Suntory: Rebranding the Japanese Whisky Highball. working with cultural constraints in product design
13.	対面/face to face	20 Dec: - Marketing Strategy in Japan - Product, brand and positioning innovation	Case: Nestle Kit Kat in Japan Parts A and B - Sparking a Cultural Revolution. This case examines the creativity and innovative success of a foreign brand in the Japanese market.
14.	対面/face to face	10 Jan: - Marketing Strategy in Japan - Course review and wrap up	Due: Assignment 2 Case: Nestle Kit Kat in Japan Parts C and D Review of course concepts, final group and class discussion on key topics. Future directions.

【授業時間外の学習（準備学習・復習・宿題等） / Work to be done outside of class (preparation, etc.)】

- Weekly reading assignments.
 - Case study reading and preparation for in-class discussion
 - Marketing research essay, presentation preparation.
 - Product development (for the Japanese market) assignment and presentation.
- The average study time outside of class per week would be roughly 4 hours.

【テキスト（教科書） / Textbooks】

No required textbook.

An array of articles and readings will be made available in the course.

Case studies named in this syllabus are required for purchase - details will be provided in class.

Students are expected to keep up on current affairs in Japan by following the business news regularly.

【参考書 / References】

Additional articles, academic papers, links and videos will be introduced in class as necessary.

【成績評価の方法と基準 / Grading criteria】

Participation: 15%

As this is a heavily discussion-focussed class, you should be willing to state your views on the topics covered and engage both the instructor and your classmates in debate and exchanges of ideas.

Everyone will have plenty of chances to speak, and you will be given the time you need to express yourself, so make your voice heard.

Case Studies: 35%

Be ready to discuss cases in group and with the class as a whole. Please note that you will sometimes be asked very specific questions about the readings, and to make short group presentations regarding the material.

Product development assignment: 20%

Marketing Research Assignment and Presentation: 30%

NOTE: Three unexplained absences will result in an automatic E grade.

【学生の意見等からの気づき / Changes following student comments】

Some case studies were revised or replaced; the order of course topics and the order of cases was changed due to student feedback.

It was really helpful - we talked it out in the final session of Fall 2024-25

The feedback of the workload and cases remained positive. The Kitkat and Illy cases were most popular in '24-'25; Dominos case was added in 2023 and was well received. Students suggested examining in more detail foreign brand entry and positioning in Japan. This will be included in lecture/discussion in 2025.

【学生が準備すべき機器他 / Equipment student needs to prepare】

A computer or mobile device - often in-class internet searched are required to support discussion.

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