

# Marketing II

Syllabus Number

CME-202

Compulsory Elective  
2 credit

NISHIKAWA, Minami

## 1. Course Description

Marketing is corporate activities to create and maintain demand for goods and services. Marketing I explained the basic framework of marketing management. In developing a marketing plan, it is necessary to understand consumers and competitors through analysis of market environment. This lecture focuses on the framework for analyzing competition and consumer behavior.