

経営学演習 III

Compulsory 4
credit

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1. Course Description

As well known, marketing is an indispensable technique used in various firms and industries for sales promotion and development of new goods and services. Graduate students aiming to study the management aspects of tourism-related firms and industries need to learn the basic theory of marketing. Since students of the seminar are graduate students, discussion among graduate students is important for marketing research. Graduate students need to learn not only the basic theory of marketing but also their application to tourism-related firms and industries.