

Seminar I

Syllabus Number

SEM-301

Compulsory 2
credit

TAKAGI, Takemi

1. Course Description

The theme of this course is "Marketing strategic development and Proposing new products".

These days, each company places marketing in a core of a management strategy. So the importance of learning marketing has been increasingly important for all employees.

The background of this is rise of the power of the customer, matured market, Globalization and so on.

This course aims to acquire marketing management process and practical knowledge of proposing valuable new products such as toiletries, cosmetics, foods.