

Marketing II

Syllabus Number

CME-202

Compulsory Elective
2 credit

ICHIMARU, Shigeo

1. Course Description

This course aims to understand “marketing” deeply and acquire useful technique of marketing practice.

Ultimately, “marketing” generates “new value” to the world and marketing practice has been more and more important in this digitization and globalization world.

In the Spring term, we aim to understand “marketing” comprehensively, and following Autumn term, we aim to understand a marketing strategy and industrial marketing deeply by using the case of Kao, the leading company of Japan in the toiletries and the daily-necessaries industry.