マーケティングⅢ　(Marketing Ⅲ)

科目ナンバリング　CME-205
選択必修　　2単位

赤木　徳顕

1. 授業の概要（ねらい）

In this class, we will learn about basics and framework of marketing, an important factor for corporate to sell their products.
As the behavior of “customer” changes along with the time, we will try to learn how digital circumstance of now a days affect how we market customer.

2. 授業の到達目標

The goal of this class is to have you understand the basics of marketing so that you will be able to analyze corporate activities from a marketing perspective.

3. 成績評価の方法および基準

Final test(40%), Attendance, Class Participation(60%)

4. 教科書・参考文献

教科書
Kotler, Philip/Kartajaya, Hermawan　Marketing 4.0 : Moving from Traditional to Digital HRD　Wiley

5. 準備学修の内容

Students are encouraged to survey examples given in the class buy using internet and etc.

6. その他履修上の注意事項

The course plan may be changed by reflecting the progress of class. By learning marketing in this course, you will learn crucial clues to your success in life.

7. 授業内容

【第1回】　Orientation and guidance about the course
【第2回】　What is marketing?
【第3回】　Marketing process and mix
【第4回】　Customer, Market
【第5回】　Segmentation
【第6回】　Products
【第7回】　Brand
【第8回】　Pricing
【第9回】　Marketing communication
【第10回】　Promotion and commercial
【第11回】　Marketing channel
【第12回】　Supply chain management
【第13回】　Looking into future
【第14回】　How could we read Marketing 4.0
【第15回】　Wrap up