マーケティングⅣ　(Marketing Ⅳ)

科目ナンバリング　CME-206
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】　Marketing management
【第3回】　Plan, Do, Check, Action cycle
【第4回】　Marketing strategy
【第5回】　Marketing planning process
【第6回】　Marketing research
【第7回】　Content marketing
【第8回】　Omni channel strategy
【第9回】　Customer engagement
【第10回】　Customer relationship management
【第11回】　What is customer journey?
【第12回】　Customer journey workshop
【第13回】　Productivity metrics and industry archetypes
【第14回】　Marketing evaluation
【第15回】　Wrap up