

# Local Marketing I

Syllabus Number 8D207  
course of local/regional  
societies/communities  
and industries  
Elective Requisites 2  
credit

ARAI, Yoshio

## 1. Course Description

Basic concepts of marketing will be introduced. Case studies on marketing analyses focusing on regional economic activities will be also introduced.

## 2. Course Objectives

The students will obtain an essential knowledge of marketing activities and will understand how to apply the marketing approach for various regional issues.

## 3. Grading Policy

Midterm and Term examinations (60%), short tests, short reports, discussions in the class (40% in total).

## 4. Textbook and Reference

Textbook

Handouts will be distributed. The reference materials will be indicated in the class.

## 5. Requirements(Assignments)

To read news papers carefully everyday will be helpful.

## 6. Note

## 7. Schedule

- [1] Orientation
- [2] The birth and development of marketing
- [3] "4P" of marketing
- [4] Marketing segmentation and positioning
- [5] Marketing of products: Development of products and branding
- [6] Marketing of pricing: Product line, product life cycle and pricing
- [7] Marketing promotion: Advertising and sales promotion
- [8] Marketing of distribution: Distribution systems in Japanese style
- [9] International marketing: Cases of export industries
- [10] Midterm exam
- [11] International marketing: Cases of export industries
- [12] Local marketing (1): Cases of specialties in rural villages
- [13] Local marketing (2): Cases of specialties in less-favored areas
- [14] Local marketing (3): Cases of developments of islands
- [15] Conclusion