

Local Marketing I

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

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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