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Management of Japanese Firms II: Marketing Management

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Evaluation

30%	Class Participation
20%	Mid-Term Presentation
50%	Final Presentation

Schedule

- Session 1 (1/16 Tuesday): Marketing and Consumer in Japan I
Session 2 (1/16 Tuesday): Marketing and Consumer in Japan II
- Session 3 (1/23 Tues.): International Marketing in Japan I
Session 4 (1/23 Tues.): International Marketing in Japan II
- Session 5 (1/30 Tues.): Product Development in Japan I
Session 6 (1/30 Tues.): Product Development in Japan II
- Session 7 (2/6 Tues.): Marketing Practice in Japan I
Session 8 (2/6 Tues.): Marketing Practice in Japan II
- Session 9 (2/13 Tues.): Mid-Term Presentation
Session 10 (2/13 Tues.): Mid-Term Feedback: Additional Research
- Session 11 (2/20 Tues.): Marketing and Consumer in Japan III
Session 12 (2/20 Tues.): Marketing and Consumer in Japan IV: Case "Askul"
- Session 13 (2/27 Tues.): Marketing Communication in Japan I
Session 14 (2/27 Tues.): Marketing Communication in Japan II
- Session 15 (3/6 Tues.): Group Fieldwork
Session 16 (3/6 Tues.): Group Fieldwork
- Session 17 (3/13 Tues.): Final Presentation: Marketing Strategy in Japan
Session 18 (3/13 Tues.): Feedback