COURSE DETAIL

MARKETING
Country Japan
Host Institution Keio University
Program(s) Keio University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 139
UCEAP Course Suffix
UCEAP Official Title MARKETING
UCEAP Transcript Title MARKETING
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description
This course covers advanced topics in marketing research and consumer behavior. The course is divided into four modules. Module 1 first provides an overview of the important concepts such as marketing philosophies, marketing management process and marketing mix. It then examines the relationship between consumer markets and service marketing. Here, concepts such as service failure and recovery, customer satisfaction, and customer retention are examined. It consists of lectures, discussions of assigned materials, team presentation, and mini-exam. Module 2 focuses on the Japanese consumer and marketing strategies of Japanese companies. Japanese consumer is highly sophisticated consumer to compare with other advanced nations, so the Japanese companies have many unique strategies corresponding these consumers. Module 3 explores the academic literature of marketing strategy and distribution channels. Specific topics include market orientation, marketing capabilities, adaptive capabilities, channel integration, transaction costs, and asset specificity. Module 4 explores recent trends of marketing: "Word-of-Mouth on the information network" and "user/consumer innovation", then discusses new concepts of new marketing: "co-evolutionary marketing". For each week, reading list and questions for discussion are provided.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title
RESEARCH ON MARKETING: ADVANCED TOPICS IN MARKETING AND CONSUMER BEHAVIOR

Host Institution Course Details

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree
Host Institution Department Global Passport Program
Course Last Reviewed

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