COURSE DETAIL

WORLD OF 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 154
UCEAP Course Suffix
UCEAP Official Title WORLD OF MARKETING
UCEAP Transcript Title WORLD OF MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

In the face of a challenging business environment where change is the only constant, it is imperative to understand the intricate interplay of forces and factors that shape the business landscape to remain competitive.

This course seeks to provide a comprehensive view and understanding of the world of Marketing. Marketing is beyond the basics of 4Ps. While this course basically is about Marketing, students will not be learning Marketing à la textbook. Rather, different contemporary issues will be introduced and examined each week. The relevance and implications of the issues for all aspects of business, mainly Marketing will be discussed.

Students will develop an understanding of the different macro factors that affect decision-making and strategies through extensive readings, case studies and class discussions, as well as develop the ability to think strategically in analyzing and formulating solutions.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title
PASSPORT MEMBERS' WORKSHOP D: MACRO ENVIRONMENT AND MARKETING

Host Institution Course Details
https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2023&entno=18758&lang=en

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree
Host Institution Department Global Passport Program
Course Last Reviewed 2022-2023

Print