

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

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