COURSE DETAIL

GLOBAL MARKETING
Country Japan
Host Institution Hitotsubashi University
Program(s) Hitotsubashi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration Asian Studies
UCEAP Course Number 101
UCEAP Course Suffix
UCEAP Official Title GLOBAL MARKETING
UCEAP Transcript Title GLOBAL MARKETING
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course provides theoretical and practical knowledge of the role and impact of global marketing & new product development (NPD) on business activities in Japan.

The main objectives of this course in marketing are:
 To learn the principles and key concepts of global marketing.
 To deepen the understanding of the uniqueness and commonality of Japan in a global market.
 To explore approaches to designing and implementing global marketing strategies for Japan, emphasizing the impact of environmental factors.

On new product development, students are expected:
 To understand an overview of the new product development (NPD) process and its success principles for the Japanese market.
 To understand how to turn consumer insights into prototypes and bring viable products into the market in Japan.
 To develop analytical and intercultural communication skills to share insights for product opportunities in Japan.

Language(s) of Instruction
English

Host Institution Course Number
HU -C713-A-00

Host Institution Course Title
JAPANESE BUSINESS B: MARKETING AND NEW PRODUCT DEVELOPMENT IN JAPAN

Host Institution Course Details
https://syllabus.cels.hit-u.ac.jp/hit_syllabus/2023/08/08_1HC71301_ja_JP.html

Host Institution Campus
Hitotsubashi University

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

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