

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

GLOBAL MARKETING

Host Institution Campus

Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Education Program

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