COURSE DETAIL

MARKETING AND LEADERSHIP
Country Japan
Host Institution Keio University
Program(s) Keio University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 164
UCEAP Course Suffix
UCEAP Official Title MARKETING AND LEADERSHIP
UCEAP Transcript Title MARKETING&LEADERSHP
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This workshop focuses on marketing and leadership. The objectives of this workshop are to:
1. Explore marketing strategies and executions;
2. Put theories into practice to become an effective marketer; and
3. Exchange ideas on cross-cultural leadership, and how leaders may contribute to society.

Through various readings, in-class discussions, and group work, students will engage in both the theoretical exploration of marketing and leadership as well as practical marketing projects with realistic assignments.

Furthermore, there will be a philosophical component to this workshop in which students will be challenged to apply critical thinking and question conventional assumptions about business and success. There are no right or wrong answers - the crucial point is for the class to actively participate and learn from each other.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title
PASSPORT MEMBERS' WORKSHOP D: MARKETING, LEADERSHIP, AND THE MEANING OF LIFE

Host Institution Course Details
https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2023&entno=25096&lang=en

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree
Host Institution Department Global Passport Program
Course Last Reviewed 2023-2024

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