

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

MARKETING AND LEADERSHIP

Host Institution Campus

Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Passport Program

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