

Osaka Gakuin University 2019-20 Spring Semester

## Japanese Marketing and Business Management

### Instructor: Kiyoshige Matsuhara

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Lesson: Wednesday and Friday, 12:50-14:20  
Office Hours: By appointment  
Subject code: 2034

### Course Description:

Marketing management is the art and science of choosing target markets and seizing, keeping, and growing customers through creating, promoting, and delivering customer value. What does marketing mean to Japanese companies? In this course, students will learn from a marketing capstone project. First, through field trips, students choose a Japanese small local business that is dealing with marketing challenge and/or opportunity of interest in international business and provide class with the diagnosis of the problem. Second, through conducting marketing research, students develop an integrated solution as an idea to solve the problem. In most classes, students will analyze case studies that require them to identify and discuss issues and problems that may arise in Japanese business and management in both practical and cultural context.

### Resources:

No textbook is used in this class. Handouts and case studies will be given to students with a list of recommended readings, books, and website addresses.

### Evaluation:

Capstone project (50%)  
Participation in classroom discussions and teamwork (20%)  
Midterm exam (10%)  
Final exam (20%)

### Notes:

Course content and schedule shall be subject to change, depending upon class size, lecturer's discretion, and other external factors.

### Course Schedule:

Class 1: Introduction

Class 2: Preparation for Capstone (at computer lab)

Class 3: What do Japanese companies mean when they say "Customer value and satisfaction?"

Class 4: Field trip (TBD)

Class 5: What do Japanese companies mean when they say "Creating something new?"

Class 6: Field trip (TBD)

Class 7: What do Japanese companies mean when they say "4Ps?"

Class 8: Field trip (TBD)

Class 9: What do Japanese companies mean when they say "Marketing research or Prototyping?"

Class 10: Field trip (TBD)

Class 11: What do Japanese companies mean when they say "Market segmenting?"

Class 12: Field trip (TBD)

Class 13: What do Japanese mean when they say "Registering a business?"

Class 14: Field trip (TBD)

Class 15: What do Japanese companies mean when they say "Japanese brand?"

Class 16: Field trip (TBD)

Class 17: Midterm exam

Class 18: Does the business travel?

Class 19: Japanese entrepreneurs 1

Class 20: Market research practice 1 (at computer lab)

Class 21: Japanese entrepreneurs 2

Class 22: Market research practice 2 (at computer lab)

Class 23: Japanese entrepreneurs 3

Class 24: Market research practice 3 (at computer lab)

Class 25: How do you manage a Japanese company 1?

Class 26: How do you manage a Japanese company 2?

Class 27: How do you manage a Japanese company 3?

Class 28: Presentation and discussion 1

Class 29: Presentation and discussion 2

Class 30: Final exam