

2017/11/28(火)10:45

科目授業名 Course Title	Introduction to Marketing (SPRING)		
担当者 Instructor	TAJEDDINI Kayhan		
開講期 Semester / Year	2017年度 春学期	曜日時限 Timetable	火曜4限 金曜4限
教室 Room	241教室	単位数 Credits	4.0
授業コード Class Code	B1J24001E1	履修年次 Enrollment Year	1
科目ナンバリング Course Level	G-CME101		
授業内容 Course Description	People often think that marketing is just advertising — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising. Even the most skillful marketer cannot make customers buy things they do not want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right offering, (3) assuring availability to customers through the best distribution channels, (4) using promotional activities to build awareness and motivate purchase, and (5) choosing a suitable price to boost the firm's profitability while also maintaining customer satisfaction.		
到達目標(授業の狙い) Objectives	The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in marketing as well as other business/social science disciplines.		
授業方法 Method of Instruction	In this class, we will take an active learning approach. In other words, you should do the assigned readings and be prepared to contribute to the class discussion. As instructor, my primary role is to facilitate the learning process. While you will have some formal lectures, the main learning will be achieved through case and article preparations, class discussions, and work on assignments.		
準備学習 Class Preparation	Attendance is required at all scheduled class sessions, presentation and examinations.		
教科書 Text	Philip T. Kotler, Gary Armstrong (2014), Principles of Marketing Plus 2014, 15/E, MyMarketingLab with Pearson, Prentice Hall ISBN-10: 0133879313 • ISBN-13: 9780133879315		
参考文献 Reference Books	Further reading: <ul style="list-style-type: none"> • Babin, J. Barry (2008), "Scholarly marketing publication: the American advantage?" European Business Review, Vol. 20, No 5, pp. 370-383 • Coviello, Nicole, Brodie, Roderick, Danaher, Peter & W. J. Johnston (2002), "How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices," Journal of Marketing, Vol. 66, (July), pp. 33-46 		
授業計画 Course Outline			
第1回	Marketing: Creating and Capturing Customer Value (1)	第16回	Pricing: Understanding and Capturing Customer Value Pricing Strategies (1)
第2回	Marketing: Creating and Capturing Customer Value (2)	第17回	Pricing: Understanding and Capturing Customer Value Pricing Strategies (2)
第3回	Company and Marketing Strategy Partnering to Build Customer Relationships (1)	第18回	Marketing Channels: Delivering Customer Value (1)
第4回	Company and Marketing Strategy Partnering to Build Customer Relationships (2)	第19回	Marketing Channels: Delivering Customer Value (2)
第5回	Analyzing the Marketing Environment (1)	第20回	Retailing and Wholesaling (1)
第6回	Analyzing the Marketing Environment (2)	第21回	Retailing and Wholesaling (2)
第7回	Managing Marketing Information to Gain Customer Insights (1)	第22回	Communicating Customer Value: Integrated Marketing Communications Strategy (1)
第8回	Managing Marketing Information to Gain Customer Insights (2)	第23回	Communicating Customer Value: Integrated Marketing Communications Strategy (2)
第9回	Consumer Markets and Consumer Buyer Behavior (1)	第24回	Advertising and Public Relations (1)

第10回	Consumer Markets and Consumer Buyer Behavior (2)	第25回	Advertising and Public Relations (2)
第11回	Product, Services, and Brands: Building Customer Value (1)	第26回	Personal Selling and Sales Promotion (1)
第12回	Product, Services, and Brands: Building Customer Value (2)	第27回	Personal Selling and Sales Promotion (2)
第13回	New-Product Development and Product Life-Cycle Strategies (1)	第28回	Direct and Online Marketing: Building Direct Customer Relationships
第14回	New-Product Development and Product Life-Cycle Strategies (2)	第29回	Course Review
第15回	New-Product Development and Product Life-Cycle Strategies (3)	第30回	Final Exam
成績評価基準 Evaluation			
平常点% Class Evaluation	30	定期試験% Exam	70
		レポート% Report	0
		その他% Others	0
その他詳細 Details	Midterm Written Exam: 30% Active Participation: 10% Project Presentation: 20% Final Written Exam: 40%		
特記事項 Particular Note	You can use your notebooks and tablets to take notes during the class; however do not use these in a way that interferes with your class participation (i.e. checking email, chat, web browsing, etc.) Please turn off your cell phone or turn off their ringers before entering the classroom. If you need to take a call for a true emergency, please wait until you leave the classroom.		
授業に関する質問への対応 Professor Contact Hours	Tuesdays and Fridays, 16.30 to 17.30. Please always contact me in advance by email to make an appointment.		