

Osaka Gakuin University 2017-18 Spring Semester

## Innovation and Marketing in Japan

### Instructor :

D. Ash

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Lesson: Monday & Friday 12:50-14:20

Office Hours : By appointment after class

Subject code : 2034

### Course Description:

This course looks at both innovation and marketing in the Japan context and examines trends and factors that are influencing changes in approach both here in Japan and worldwide. Student will learn how to apply frameworks and tools that assist the innovation process and apply knowledge to case studies of various Japanese entrepreneurial companies and start-ups through this lens.

As background students will be asked to complete readings to understand how the Japanese market has evolved, the limitations and strengths that set it apart from other countries and how culture plays a part.

Specifically students will look at variations in marketing styles, complexities of supply chain and logistics and how these aspects have shaped businesses in Japan

Students will be encouraged to participate in discussions and share existing knowledge and thoughts as to how Japan will innovate to overcome future challenges and demographical issues.

### Resources

The lecturer will supply readings & handouts.

Students will be given readings and will be required to read them before class. There will be at least one reading per class.

Copies of slides will be supplied to students after class.

Prototyping in the design thinking workshop will also be undertaken, and these will be created (using card, paper, etc) so participation in these practical elements are also required.

### Evaluation

A grade will be given based on:

Participation and Discussion	20%
Team presentations	40%
Final Research Paper	40%

### Notes:

Students are encouraged to have some background in the areas of business, marketing or economics, however it is not a requirement.

### Course Schedule:

Course Schedule:

1/22 - Japanese Culture and way of doing business

1/26 - Popular Culture and the impact on marketing

1/29 - Marketing 101, Product vs Services marketing

2/2 - Japanese consumer behavior

2/5 - Case: Walmart and Cosco in Japan

2/9 - Case Presentations

2/13\* - Luxury Brands vs Consumer Goods (Tuesday)

2/16 - Testing products in the Japanese market

2/19 - Case: Uniqlo and Fast retail success

2/23 - Case Presentations

2/26 - What is innovation

3/2 - Types of innovation

3/5 - Case: Toyota's lean manufacturing and kanban system

3/9 - Case Presentations

3/12 - Japan's strength of suppliers and relationships

3/16 - Supply chain innovation

3/19 - Case: 7/11 POS and logistics innovation

3/23 - Case Presentations (Mid-term)

3/26 - Design Thinking

3/30 - MVP and lean start-up methodology

4/2 - Case: Tesla and Toyota Mirai - The automated car race

4/6 - Design Thinking workshop

4/9 - Discussion: Amazon in Japan - where others have failed

4/13 - Discussion: Uber & Airbnb - the on-demand model in Japan

4/20 - Case: Select an innovative company to discuss

4/16 - Presentations

4/23 - Discussion: Japan's place in globalized economy

4/27 - Discussion: Areas for future innovation

5/7 - Final Presentations

5/11 - Final Presentations