

Osaka Gakuin University 2018-19 Spring Semester

## Japanese Marketing and Business Management

### Instructor:

Mr. Kiyoshige Matsuhara

E-mail: matsmgmtinst@sky.plala.or.jp  
Lesson: Wednesdays and Fridays, 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. Students choose a Japanese small local business that is dealing with a marketing challenge and/or opportunity of interest in international business and provide class with the diagnosis of the problem; e.g., which may prevent the business from going global. Based on marketing research, students develop an integrated solution as an idea to be addressed. In most classes, we will analyze case studies that require us to identify what the business is about, what the strategy will be, how its management thinks to learn about Japanese marketing and business management.

### 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 (25%)  
Final exam (25%)

### 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 Capstone project (at computer room on 1/25)  
Class 3 Japanese companies on customer value and satisfaction  
Class 4 Field trip to TBD a Japanese manufacturing company (2/1)  
Class 5 Japanese economy—Abenomics  
Class 6 Field trip to TBD a Japanese NPO (Sun. 2/10)  
Class 7 Japanese companies on 4Ps  
Class 8 Field trip to Chuo Electric Works, Ltd. (Sat. 2/16)  
Class 9 Marketing research vs. Prototyping  
Class 10 Field trip to Nakano Manufacturing Co., Ltd. (Sat. 2/23)  
Class 11 Japanese companies on STP marketing  
Class 12 Field trip to Mebic (Sun. 3/2)  
Class 13 What are the forms of ownership in Japan?  
Class 14 Field trip to The Entrepreneurial Museum of Challenge and Innovation (3/8)  
Class 15 Japanese companies on competition & substitute  
Class 16 Capstone project  
Class 17 Does the business travel?  
Class 18 Field trip to Osaka Innovation Hub (3/29)  
Class 19 Japanese companies on promotion  
Class 20 Capstone project (at computer room on 4/5)  
Class 21 Japanese entrepreneurs 1  
Class 22 Capstone project (at computer room on 4/12)  
Class 23 Japanese entrepreneurs 2  
Class 24 Field trip to Osaka Conference Center (Sun. 4/21)  
Class 25 Management of Japanese companies 1  
Class 26 Capstone project (at computer room on 4/26)  
Class 27 Management of Japanese companies 2  
Class 28 Capstone presentation  
Class 29 Capstone presentation  
Class 30 Final exam