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| Course Title | DIBM328 Studies in Marketing | Instructor(s) | Dr. Pawel MŁODKOWSKI |
| | | E-mail | mpawel@miu.ac.jp |
| Class Style | Lecture | Office Hours | TBA |
| Track | International Business Management | Mode of Instruction | Face to face lectures |
| Credits | 2 | Allocated Year | 3-4 |
| Active Learning | Response/Reaction Writing リアクション・ライティング | Compulsory or Elective | Elective |
| Course Overview | This course uses an electronic platform for simulating marketing management activities in the turn-based environment for two purposes: (1) acquiring marketing skills, and (2) developing business English proficiency. Both objectives are achieved with the “learning-by-doing” method. Over the entire semester students have to complete all the stages involved in the real-life marketing management, starting with creating a new company (of their choice), and then developing its marketing operations to bring to market a portfolio of products. Students decide about product design and any further development of related technology. At each stage business English is practiced in association with topics in marketing. | | |
| Course Objectives | <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Use specialized terms in business English, covering marketing, business organization, business management, operating management, production design, accounting, finance, human resource management, and even basics of financial market vocabulary. • Understand general rules that apply in setting up a new business, and developing a product. • Understand general rules that apply in developing a customized marketing strategy. • Understand principles of modern marketing management with social media and internet marketing. • Understand criteria used in evaluating and interpreting market reports. • Outline main points of market mechanism and competition. | | |
| Prerequisite | Introduction to Economics | | |
| Course Schedule | No | Contents | Homework readings |
| | 1 | Introduction of the teacher Presentation of the syllabus Explanation of the terms of engagement Presentation of the teacher’s expectations | Handout 1 |
| | 2 | discussion on favorite business activities | Handout 2 |
| | 3 | Marketing simulation platform | Handout 3 |
| | 4 | Design of a new company | Handout 4 |
| | 5 | Creating a new product: a jetpack basic model | Handout 5 |
| | 6 | Introduction to market reports and market analysis | Handout 6 |
| | 7 | Market segments and their preferences | Handout 7 |
| | 8 | Formulation of marketing strategy based on market research | |
| | 9 | Targeting market segments with modern promotion techniques | |
| | 9 | Product life-cycle, and product development | |
| 10 | New technologies, as a method to refresh old products | | |

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| | 11 | Assigning marketers and promoters: HR management. | |
| | 12 | Budgeting marketing operations | |
| | 13 | Budgeting sales and recruitment | |
| | 14 | Revising marketing strategy based on new market research | |
| | 15 | Running marketing simulation for dynamic portfolio of products. | |
| Grading | <p style="text-align: right;">Class participation and group discussion 20% Mid-term examination 30% Final examination 50% Total 100%</p> | | |
| Textbooks | Handouts 1 to 7 | | |
| References | | | |
| NOTES | Students, who register for this course are required to purchase an online access to a digital simulation platform from HUBRO: https://play.hubro.education/ The price of the simulation platform is 25 USD. | | |