

Course Title 科目名	Japanese Marketing & Consumer Behavior			Instructor 担当者	MITSUI, Yuichi 三井 雄一		
Semester 学期	SPRING 2027	Course Level 履修年次	N/A	Credits 単位	2	hrs/wks 時間数/週	2
【Course Objectives: 授業の到達目標】							
After successfully completing this course, the student will: • Understand the fundamental principles of marketing and consumer behavior in Japan. • Analyze the unique characteristics of Japanese consumers and their purchasing behaviors. • Evaluate the impact of cultural, social, and economic factors on marketing strategies in Japan. • Develop and present marketing strategies tailored to the Japanese market. • Engage in critical discussions and debates on contemporary marketing issues in Japan.							
【Course Summary: 授業の概要】							
This course provides an in-depth exploration of marketing and consumer behavior in Japan. It combines theoretical lectures with interactive discussions to comprehensively understand the Japanese market. Topics include the characteristics of the Japanese market, consumer psychology, cultural influences, digital marketing trends, and case studies of successful marketing campaigns in Japan. Students will engage in group discussions, presentations, and projects to apply their knowledge practically.							
【Study Required outside Class (Preparation etc): 事前・事後学習】							
【Pre-Class Learning】 • Pay attention to the way products are sold and advertised in daily life in Japan. • Preparing discussion points and questions for class debates.							
【Post-Class Learning】 • Reflect on class discussions and lectures. • Group projects and presentations.							
【Class Outline: 授業計画(各回の授業内容)】							
Session 1	Introduction to Japanese Marketing						
Session 2	Consumer Behavior Theories						
Session 3	Cultural Influences on Consumer Behavior						
Session 4	Values and Consumption						
Session 5	Product Development and Innovation						
Session 6	Pricing Strategies						
Session 7	Distribution Channels						
Session 8	Promotion strategies						
Session 9	Branding and Advertising						
Session 10	Presentation Assignment						
Session 11	New Value and Marketing						
Session 12	Japanese tradition and Consumption(1)						
Session 13	Japanese tradition and Consumption(2)						
Session 14	Quiz and Final Review						
【Textbooks, Course Materials: 教科書、参考書等】							
No particular textbooks, but if necessary, the instructions will be given at class.							
【Grading Criteria: 成績評価の方法】							
Grades will be based on 50% on the presentaions, 30% on class participation, and 20% on Quiz.							
【Note: 履修上の注意】							