

Course Title (Subtitle)	International Marketing (国際マーケティング)		Term	Fall-Winter
			Day/Period	Thu. II
			Credit	2
Instructor	Prof. Mitsunori HIROGAKI	Course Code	Required/Elective	Intended Year
		26176110	Elective	1st and 2nd
Schedule	①10/1 ②10/8 ③10/15 ④10/22 ⑤10/29 ⑥11/12 ⑦11/19 ⑧12/3 ⑨12/10 ⑩12/17 ⑪12/24 ⑫1/7 ⑬1/14 ⑭1/21 ⑮1/28			
Prerequisite	This course has no particular prerequisites. However, basic knowledge of marketing concepts such as STP, the 4Ps, consumer needs, wants, and demands will be helpful. Students from different countries, academic backgrounds, and professional experiences are welcome.	Keywords	International Marketing, Consumer Behavior, Global Branding, Standardization and Localization, Trust, Digital Platforms, AI Acceptance, Service Automation, Tourism, Mobility Innovation, Global Pricing	
Overall Goal	The overall goal of this course is to help students understand international marketing through Japan as a mature-market laboratory. Students will examine how firms and consumers respond to digital transformation, aging, labor shortages, inflation, tourism, sustainability, AI, and changing consumer values.	Individual Goal	By the end of this course, students will be able to apply international marketing concepts such as STP, the 4Ps, CAGE/PESTEL, standardization and localization, global branding, pricing, and consumer behavior to real market cases. Students will compare Japan with their own countries and discuss which Japanese products, services, technologies, and market practices can be transferred globally or must be adapted locally.	

Course Overview	This course explores international marketing through the lens of Japan, one of the world's most advanced mature markets. Japan will be used as a living laboratory to examine how social, technological, cultural, and institutional changes create new marketing challenges and opportunities. Topics include Japanese pop culture, convenience stores, Mercari and digital platforms, inbound tourism, AI acceptance, service automation, EVs, autonomous mobility, global branding, and pricing. The course is designed for both MBA students and exchange students.		
Access to the latest course information	▪ Kyushu University Moodle		
Class Styles	▪ Lecture, seminar ▪ Group work ▪ Presentation ▪ Discussion	Materials	▪ Textbook, Printed material ▪ Electronic media ▪ Audio/Video
Teaching and Learning Methods	All lectures and discussions are conducted in English. Group work and assignments (presentation slides, a mid-term paper, a final term paper, etc.) should also be done in the same medium. The class uses PowerPoint slides and pdf handouts to be distributed in advance. Students will conduct group work, discussions, and presentations in face-to-face groups. The contents and topics will be modified depending on the student's progress.		

<p>Textbook References</p>	<p>● Textbooks: The lecture will use the textbook below: Babu John Mariadoss (2019) Core Principles of International Marketing, Pressbooks. This text is an e-book provided by Creative Commons for academic/educational use; thus, students do not need to subscribe. To download/read the textbook, access the link below: https://opentext.wsu.edu/cpim/ The instructor recommends that students print out/download the e-book as a pdf in case of any trouble during the class. Other references may be used to supplement each week's topics. The instructor will inform students in this case.</p> <p>● Reference books: The following books are optional; thus, students are not required to purchase them. However, these books will aid students' understanding of the course. Keegan, W. J., & Green, M. C. (2016). Global Marketing, 10th Edition. Pearson Education Limited. As of March 17, 2022, this book can be purchased at 7,800 JPY on the amazon.co.jp website. However, the price may fluctuate depending on stores and the current exchange rate. Ghemawat, P. (2007). Redefining global strategy: Crossing borders in a world where differences still matter. Harvard Business Press. Greenwald, B. C., & Kahn, J. (2005). Competition demystified: A radically simplified approach to business strategy. Penguin. Usunier, J. C., Lee, J. A., & Lee, J. (2005). Marketing across cultures. Pearson Education.</p>
<p>Grading Policy</p>	<p>The following is the computation of your final grade: class performance (contribution to the class discussion: 40%) and midterm/final presentation and reports (60%).</p>