

# 愛知東邦大学 シラバス

開講年度(Year)	2024年度	開講期(Semester)	後期
授業科目名(Course name)	Marketing and Management in English		
担当者(Instructors)	Haney Cheyenne Nicole	配当年次(Dividend year)	3
単位数(Credits)	2	必修・選択(Required / selection)	選択必修

<b>■ 授業の目的と概要 (Course purpose/outline)</b>			
This course aims to explain marketing and management concepts in English. You will develop a basic understanding of marketing and management in international business while learning business English vocabulary. This class focuses on developing basic marketing, management, and global business skills through interactive projects and communication, reading, and writing activities.			

<b>■ 授業形態・授業の方法 (Class form)</b>	
授業形態(Class form)	演習
授業の方法(Class method)	Classes are a combination of lecture, group work, and discussion in English. You will use skills learned in class to complete a final project.

<b>■ 各回のテーマとその内容 (Each theme and its contents)</b>			
回数(Num)	テーマ(Theme)	内容(Contents)	メディア区分(Media)
第1回	Introduction	Introduce the goals, expectations, and basic concepts of the course.	<input type="checkbox"/>
第2回	Management	What is management? Discuss how management differs in western countries vs. Japan.	<input type="checkbox"/>
第3回	Project Management	How can you manage a project and balance teamwork?	<input type="checkbox"/>
第4回	Companies	Consider why companies like Meta, Coca-Cola, and Disney are successful.	<input type="checkbox"/>
第5回	Consumers and Products	Why do people buy specific items? Discuss how marketing affects consumers.	<input type="checkbox"/>
第6回	Market Research	How do companies prepare for product development and marketing? Understand what tools companies use to learn about consumers.	<input type="checkbox"/>
第7回	Social Media Literacy	What helps us determine if information on social media is good or bad? Analyze information on social media and discuss specific examples.	<input type="checkbox"/>
第8回	Digital Marketing	How can companies use online resources (like social media and targeted ads) to attract consumers?	<input type="checkbox"/>
第9回	Game Concepts	Why do video games and game concepts increase interest in goods and services?	<input type="checkbox"/>
第10回	Brands and Marketing	What tools do companies use to influence consumers? Analyze brands and consumer response to advertising.	<input type="checkbox"/>
第11回	Persuasion	Can you make someone agree with you? Discuss how companies and people use persuasion to market goods and services.	<input type="checkbox"/>
第12回	The Global Market	Analyze companies who have international success. Discuss companies that failed international. Compare and contrast the successful and failed businesses.	<input type="checkbox"/>
第13回	Problem Solving	Review and apply problem solving techniques to real-world problems.	<input type="checkbox"/>
第14回	Project Preparation	Review class contents. Complete and practice final projects.	<input type="checkbox"/>
第15回	Summary and Final Project Explanation	Discuss the contents of the class. Present final projects to the class. Ask questions and provide feedback to classmates.	<input type="checkbox"/>

**■授業時間外学習（予習・復習）の内容(Preparation/review details)**

① Review information from the last lesson (about 1 hour). ② PREPARE for the next lesson by completing assignments (about 1~2 hours). ③ APPLY your knowledge to complete all project and homework assignments before the start of the next lesson (1 - 2 hours).

**■課題とフィードバックの方法(Assignments/feedback)**

All homework assignments must be submitted by the beginning of the next lesson or due date given by the instructor. Feedback will be given in class during pair and group work sessions. All homework assignments and assessments will be returned with a score, comments, and advice. You should carefully review these comments/advice and apply them in the future.

**■授業の到達目標と評価基準(Course goals)**

区分(Division)	DP区分(DP division)	内容(DP contents)
思考力・判断力・表現力	◆ 2021国際ビジネスDP2	<ul style="list-style-type: none"> <li>◆ Develop an understanding of marketing and management concepts</li> <li>◆ Describe basic marketing and management ideas in English.</li> <li>◆ Analyze the relationship between consumers and companies.</li> <li>◆ Demonstrate an understanding of management and marketing concepts by planning and completing a project.</li> </ul>

**■成績評価(Evaluation method)**

筆記試験(Written exam)	実技試験(Practical exam)	レポート試験(Report exam)	授業内試験 (in-class exam)	その他(Other)
			100%	0%

**授業内試験等(具体的内容)(Specific contents)**

Evaluate weekly assignments, the planning of the final project, how the project is implemented, the quality achieved, and teamwork

**■テキスト(Textbooks)**

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	None (all materials will be provided in class)	
2		
3		
4		
5		

**■参考図書(references books)**

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1		
2		
3		
4		
5		