

愛知東邦大学 シラバス

開講年度(Year)	2025年度	開講期(Semester)	後期
授業科目名(Course name)	Marketing and Management in English		
担当者(Instructors)	プリスカ モロツイ	配当年次(Dividend year)	3
単位数(Credits)	2	必修・選択(Required / selection)	選択必修

■ 授業の目的と概要(Course purpose/outline)
This course aims to explain marketing and management concepts in English. Students will develop a basic understanding of marketing and management in international business while learning business English vocabulary.

■ 授業形態・授業の方法(Class form)	
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.

■ 各回のテーマとその内容(Each theme and its contents)			
回数(Num)	テーマ(Theme)	内容(Contents)	メディア区分(Media)
第1回	Introduction to Marketing and Management	Objective: Understand the purpose of marketing and management in business.	<input type="checkbox"/>
第2回	The 4 Ps of Marketing	Objective: Learn the basics of product, price, place, and promotion.	<input type="checkbox"/>
第3回	Branding and Brand Identity	Objective: Understand the importance of branding and how it affects customer perception.	<input type="checkbox"/>
第4回	Consumer Behavior and Target Markets	Objective: Learn about target markets and how companies identify their audience.	<input type="checkbox"/>
第5回	Leadership and Team Management (Part 1)	Objective: Understand the role of a leader in managing teams.	<input type="checkbox"/>
第6回	Leadership and Team Management (Part 2)	Objective: Learn how to resolve conflicts and manage group tasks.	<input type="checkbox"/>
第7回	Marketing Strategies	Objective: Explore basic strategies companies use to promote their products.	<input type="checkbox"/>
第8回	Online Marketing	Objective: Learn how businesses use the internet and social media to market products.	<input type="checkbox"/>
第9回	Business Communication	Objective: Practice basic communication skills for marketing and management.	<input type="checkbox"/>
第10回	Managing Resources	Objective: Learn about resource management, including time, money, and materials.	<input type="checkbox"/>
第11回	Customer Service and Satisfaction	Objective: Understand the importance of customer service in business success.	<input type="checkbox"/>
第12回	International Marketing	Objective: Explore the challenges and opportunities of marketing across cultures.	<input type="checkbox"/>
第13回	Trends in Marketing and Management	Objective: Learn about current trends, such as sustainability and AI in business.	<input type="checkbox"/>
第14回	Final Group Presentations Preparation	Objective: Prepare presentations on marketing and management topics.	<input type="checkbox"/>
第15回	Final Presentations and Wrap-Up	Objective: Deliver final presentations and reflect on the course.	<input type="checkbox"/>

■ 授業時間外学習（予習・復習）の内容(Preparation/review details)
1. Review information from previous class 2. Introduce new topic 3. Work on projects 4. 2 hours per week is required for self-

study, research and homework

■課題とフィードバックの方法(Assignments/feedback)
Assignments will be given weekly. Students are expected to keep a journal. Feedback will be given in person and online.

■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	The goal of this course is to introduce students to the basic concepts of marketing and management, focusing on developing their English communication skills through real-world business scenarios

■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)
		60%		40%
授業内試験等(具体的内容)(Specific contents)				
Presentations and reports. Homework and group discussions				

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

■参考図書(references books)		
No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	なし	
2		
3		
4		
5		