

科目コード／科目名 (Course Code / Course Title)	BT167／Marketing Positioning Strategy		
担当者名 (Instructor)	キャロライン(CAROLINE TAN)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU2101	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標 (Course Objectives)

The Marketing Positioning Strategy course will provide the basic concepts, understanding and tools that form the foundation in understanding how brands and companies gain a competitive position in the global marketplace. In the face of a challenging business environment where change is the only constant, this course aims to present not only the theoretical frameworks and knowledge but also present the students with the opportunity to apply them in various case study discussions.

This course has three main objectives. The first is to help students understand how products and services are positioned in the market. Various products and services from different industries will be examined and discussed in order to provide a comprehensive understanding of segmentation and positioning as well as the driving factors that shape decisions. Students will develop an understanding of positioning through extensive readings, class lectures and case studies. The second objective is to develop students' ability to think analytically and strategically in addressing marketing issues. Finally, students will acquire the skills in analyzing and applying decision tools and the know-how of analyzing situations and developing positioning strategies.

授業の内容 (Course Contents)

This course is focusing on marketing positioning strategy starting with segmentation and target selection followed by the various positioning strategies that are adopted by different products and services. We will also be looking at different case examples in order to enhance further comprehension and application of the respective strategies.

授業計画 (Course Schedule)

1. Course Orientation & Situation Analysis
2. Segmentation, Targeting and Positioning
3. Attributes/ Features and Benefits Positioning
4. Use Positioning
5. Price Positioning
6. Mid term test
7. Product Class Positioning
8. Cultural Symbol Positioning
9. Brand Positioning
10. Competitor Positioning
11. Service Positioning
12. Repositioning
13. Final Presentation
14. Final Presentation

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

This course focuses on combining case studies and theoretical frameworks. Hence, students are required to prepare before each class in terms of reading the assigned cases accordingly.

成績評価方法・基準 (Evaluation)

Class Participation(20%)/Midterm test(40%)/最終レポート(Final Report)(40%)

テキスト (Textbooks)

There will be no compulsory textbook required for this course, as the contents will be taken from various texts and books. Slides used in class will be shared and downloadable via Blackboard.

The contents of the slides will be taken from the following texts

1. *Marketing Management*, Philip Kotler and Kevin Lane Keller, Pearson, 14th edition.
2. *Market Segmentation: How to do it and How to profit from it*, Malcolm McDonald, 4th edition.
3. *Kellogg on Marketing*, Philip Kotler, 2nd edition.
4. *Segmentation and Positioning for Strategic Marketing Decisions*, James H. Myers.
5. *International Marketing*, Philip Cateora, Mary Gilly and John Graham, 14th edition.

参考文献 (Readings)

Cases will also be used in class and will be distributed via Blackboard respectively.

その他 (HP 等) (Others (e.g. HP))

The above course schedule is tentative and is subject to change. Changes will be communicated in class accordingly.

注意事項 (Notice)

Sheltered Course (Min. TOEIC: 730)