

シラバス

シラバス 2011 年度の講義概要のデータベースを検索します。

■学部・研究科	商	■時間割コード	40891
■科目名 サブテーマ	ケーススタディ	■授業形態/単位	夏集/2
		■クラス	
■担任者名	マーク・パリ-	■曜限	他
■講義概要	<p>Launching New Products and Services</p> <p>This course is designed to provide students with an introduction to the new product launch process through case studies of American companies. We will discuss 4 cases focusing on key aspects of the launch process, including product strategy, pricing strategy, distribution strategy, and communication strategy. The selected cases include two internet retailing firms (Amazon.com and Outpost.com) and two service firms (McDonald's and Discover Brokerage).</p> <p>The course will be a combination of lectures and case discussion. Each day will contain a case discussion and several lectures. In addition, we will have two sessions devoted to team presentations. Students are expected to carefully read the cases before class, answer the discussion questions, and be prepared to discuss their answers in class.</p>		
■講義計画	<p>8/04 (Thurs) 10:40-17:50 (4 sessions) Jeff Bezos and Amazon.com: positioning and product strategy 8/05 (Fri) 10:40-17:50 (4 sessions) Discover Brokerage: positioning (continued) and price strategy 8/08 (Mon) 10:40-17:50 (4 sessions) Outpost.com: communication strategy 8/09 (Tue) 13:00-17:50 (3 sessions) McDonald's and the Arch Deluxe: communication strategy (cont.) + Final Exam</p> <p>Preparation Before the Course Begins</p> <p>Because this course is very concentrated, it is necessary to complete some of the homework assignments before class begins.</p> <ul style="list-style-type: none"> It is very important to read the four cases before our course begins. In addition, there will be a team assignment. This assignment will ask you to pick a new product introduced in Japan and analyze that product. We will discuss your analyses in class. These homework assignments are due July 15, 2011. 		
■成績評価の方法・基準	<p>定期試験を行わず、平常試験(小テスト・レポート等)で総合評価する。 Class participation 50% Final exam 50% Your homework assignments will be counted as part of your class participation grade.</p>		
■教科書			
■参考書			
■備考			