

2021

call for participation

TECHNOLOGY MARKETING GAME IN ENGLISH

CAN YOU MAKE THE MOST OF YOUR STRATEGIES IN THE MARKETS?



This course provides an authentic, competitive environment where students engage in a management simulation game named MarkStrat.

【Key word】

Marketing, Competitive strategy, Communication, Leadership, Decision-making & risk-taking

SCHEDULE

Winter quarter, Wednesdays,

8, 15, 22 Decmber,
12, 19, 26 January,
2, 9 February

4th and 5th lecture (14:50~)

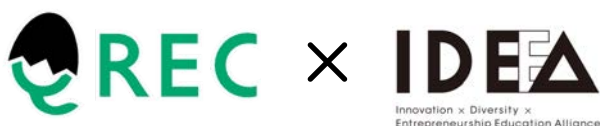
LECTURERS



Hiromi Yamada of QREC



Dr. Emi Makino
of Hiroshima University



The Innovation × Entrepreneurship Education Alliance (here in after referred to as the "IDEA") consortium comprising the Robert T. Huang Entrepreneurship Center of Kyushu University (QREC) as the leading university and Ritsumeikan University, Nara Institute of Science and Technology (NAIST), and Osaka Prefecture University (OPU) as partner universities was selected as an EDGE-NEXT Program.

The “Technology Marketing Game in English” class provides an opportunity to learn as a marketing sales executive in a virtual world.

The teams are supported in the market.
So, the market is run by your strategy...o

1. What is your marketing strategy?

Mr. A, who has just started to work in the marketing division, is given the job of creating a sales strategy for the company's personal computers and smartphones. The specifications of the computers and the number of units sold have been decided on.

2. Market Research

Mr. A starts off by conducting market research.
What does he focus on in the research?
Who are the sales targets?
What's the company's position in the market?

3. Conflict companies

Many competitive companies are selling similar products on the market.
How can he sell the products and secure profits?

5. Decision-Making

Repeated decision making.
So what kind of result did Mr. A's sales strategy lead to?

4. Reflection strategies

Reconstructing strategy.
He formed a plan for borrowing funds and selling new products with added value.

1. Who will you team up with ?
2. Survey and analytics in the markets now.
3. What points is your products with appeal?
4. Your products revenue and interest rate in the markets.

You can make the most of basic skills.

- Basic Entrepreneurship Organization Science
- Basic Entrepreneurship Marketing
- Basic Entrepreneurship Strategic Theory
- Basic Entrepreneurship Accounting and Finance

This course will be run in English.
For more details, please check the QREC website.

