



2010

**IT Skill Standards Center
IT Human Resources Development Headquarters
INFORMATION-TECHNOLOGY PROMOTION AGENCY (IPA), JAPAN**

Ministry of Economy, Trade and Industry

Contents

1. Training Course Group	P2
2. Training Course List	P5
3. Training Course Details	P8

Marketing (Marketing Management) Training Course Group

	Inexperienced (aim at level 1)	Level 1 (aim at level 2)	Level 2 (aim at level 3)	Level 3 (aim at level 4)	Level 4 (aim at level 5)	Level 5 (aim at level 6)	Level 6 (aim at level 7)	Level 7
Technology			Marketing Fundamentals	Latest Trends of Technology and Solutions			Marketing Strategy Formulation	Community Activities
Methodology				Planning Tools	Marketing Practice	Brand Strategy Formulation		
				Marketing Research		Product Strategy Formulation		
				B2B Marketing		Pricing Strategy Formulation		
				Marketing Strategy Formulation in Service Management				
					Fundamentals of Sales Channel Strategies and Market Communication Strategies	Promotion Strategy Formulation		
Project Management					Project Management Fundamentals			
Business/ Industry				Latest Business Trends				
				Industry Application Trends				
Personal				Leadership Skills Required in IT Architect				
				Communication Skills Required in IT Architect				
				Negotiation Skills Required in IT Architect				

: Common to a job category
 : Specific to each specialty field

Marketing (Sales Channel) Training Course Group


	Inexperienced (aim at level 1)	Level 1 (aim at level 2)	Level 2 (aim at level 3)	Level 3 (aim at level 4)	Level 4 (aim at level 5)	Level 5 (aim at level 6)	Level 6 (aim at level 7)	Level 7	
Technology			Marketing Fundamentals	Latest Trends of Technology and Solutions			Community Activities		
Methodology				Planning Tools	Marketing Practice	Brand Strategy Formulation		Competitive Strategic Management for Sales Channels	
				Marketing Research		Product Strategy Formulation			
				B2B Marketing		Pricing Strategy Formulation			
				Marketing Strategy Formulation in Service Management					
				Marketing Management Fundamentals					
			Sales Channel Strategy Fundamentals		Sales Channel Strategy Formulation				
Project Management				Project Management Fundamentals					
Business/ Industry				Latest Business Trends					
				Industry Application Trends					
Personal				Leadership Skills Required in IT Architect					
				Communication Skills Required in IT Architect					
				Negotiation Skills Required in IT Architect					


:Common to a job category

: Specific to each specialty field

Marketing (Market Communication) Training Course Group

	Inexperienced (aim at level 1)	Level 1 (aim at level 2)	Level 2 (aim at level 3)	Level 3 (aim at level 4)	Level 4 (aim at level 5)	Level 5 (aim at level 6)	Level 6 (aim at level 7)	Level 7
Technology			Marketing Fundamentals	Latest Trends of Technology and Solutions			Community Activities	
Methodology				Planning Tools	Marketing Practice	Brand Strategy Formulation		Competitive Strategic Management for Market Communication
				Marketing Research		Product Strategy Formulation		
				B2B Marketing		Pricing Strategy Formulation		
				Marketing Strategy Formulation in Service Management				
				Marketing Management Fundamentals				
Market Communication Strategy Fundamentals		Market Communication Strategy Formulation						
Project Management				Project Management Fundamentals				
Business/ Industry				Latest Business Trends				
				Industry Application Trends				
Personal				Leadership Skills Required in IT Architect				
				Communication Skills Required in IT Architect				
				Negotiation Skills Required in IT Architect				

 :Common to a job category

 : Specific to each specialty field

Marketing (Marketing Management) Course List

Training Course Level		Training Course Group Name	Training Course Name	Method			Standard Duration		Page
				E-Learning	Lecture	Workshop	E-Learning (Total hours)	Class (Total days)	
Common to Job Category	Basic Course	Marketing Fundamentals	Marketing Fundamentals	*	*	*	30	3	10
		Planning Tools	Planning Tools	*	*	*	12	2	14
		Marketing Research	Marketing Research	*	*	*	12	2	18
		B2B Marketing	B2B Marketing	*	*	*	12	2	22
		Marketing Practice	Marketing Practice		*	*		5	27
		Project Management Fundamentals	Project Management Fundamentals	*			30		32
	Advanced Course	Brand Strategy Formulation	Brand Strategy Formulation	*	*	*	12	2	35
		Product Strategy Formulation	Product Strategy Formulation	*	*	*	12	2	38
		Pricing Strategy Formulation	Pricing Strategy Formulation	*	*	*	12	2	43
		Marketing Strategy Formulation in Service Centric Business	Marketing Strategy Formulation in Service Centric Business	*	*	*	12	2	48
		Leadership Skills Required in Marketing	Leadership Skills Required in Marketing			*		3	51
		Communication Skills Required in Marketing	Communication Skills Required in Marketing			*		3	54
		Negotiation Skills Required in Marketing	Negotiation Skills Required in Marketing			*		3	57
	Special Course	Latest Trends of Technology and Solutions	Latest Trends of Technology and Solutions		*			1	60
		Latest Business Trends	Latest Business Trends	*	*		3	0.5	63
		Industry Application Trends	Industry Application Trends	*	*		12	2	66
		Community Activities	Community Activities	-	-	-	-	-	69
Specific to Each Specialty Field <Selective Courses>	Advanced Course	Fundamentals of Sales Channel Strategies and Market Communication Strategies	Fundamentals of Sales Channel Strategies and Market Communication Strategies		*	*		3	72
		Promotion Strategy Formulation	Promotion Strategy Formulation	*	*	*	12	2	77
		Sales Channel Strategy Formulation	Sales Channel Strategy Formulation	*	*	*	12	2	81
		Marketing Strategy Formulation	Marketing Strategy Formulation		*	*		3	85

Marketing (Sales Channel Strategy) Course List

Training Course Level		Training Course Group Name	Training Course Name	Method			Standard Duration		Page
				E-Learning	Lecture	Workshop	E-Learning (Total hours)	Class (Total days)	
Common to Job Category	Basic Course	Marketing Fundamentals	Marketing Fundamentals	*	*	*	30	3	10
		Planning Tools	Planning Tools	*	*	*	12	2	14
		Marketing Research	Marketing Research	*	*	*	12	2	18
		B2B Marketing	B2B Marketing	*	*	*	12	2	22
		Marketing Practice	Marketing Practice		*	*		5	27
		Project Management Fundamentals	Project Management Fundamentals	*			30		32
	Advanced Course	Brand Strategy Formulation	Brand Strategy Formulation	*	*	*	12	2	35
		Product Strategy Formulation	Product Strategy Formulation	*	*	*	12	2	38
		Pricing Strategy Formulation	Pricing Strategy Formulation	*	*	*	12	2	43
		Marketing Strategy Formulation in Service Centric Business	Marketing Strategy Formulation in Service Centric Business	*	*	*	12	2	48
		Leadership Skills Required in Marketing	Leadership Skills Required in Marketing			*		3	51
		Communication Skills Required in Marketing	Communication Skills Required in Marketing			*		3	54
		Negotiation Skills Required in Marketing	Negotiation Skills Required in Marketing			*		3	57
	Special Course	Latest Trends of Technology and Solutions	Latest Trends of Technology and Solutions		*			1	60
		Latest Business Trends	Latest Business Trends	*	*		3	0.5	63
		Industry Application Trends	Industry Application Trends	*	*		12	2	66
		Community Activities	Community Activities	-	-	-	-	-	69
Specific to Each Specialty Field <Selective Courses>	Basic Course	Sales Channel Strategy Fundamentals	Sales Channel Strategy Fundamentals		*	*		3	93
	Advanced Course	Marketing Management Fundamentals	Marketing Management Fundamentals	*	*	*	12	2	89
		Sales Channel Strategy Formulation	Sales Channel Strategy Formulation	*	*	*	12	2	81
		Competitive Strategic Management for Sales Channels	Competitive Strategic Management for Sales Channels		*	*		3	98

Marketing (Market Communication) Course List

Training Course Level		Training Course Group Name	Training Course Name	Method			Standard Duration		Page
				E-Learning	Lecture	Workshop	E-Learning (Total hours)	Class (Total days)	
Common to Job Category	Basic Course	Marketing Fundamentals	Marketing Fundamentals	*	*	*	30	3	10
		Planning Tools	Planning Tools	*	*	*	12	2	14
		Marketing Research	Marketing Research	*	*	*	12	2	18
		B2B Marketing	B2B Marketing	*	*	*	12	2	22
		Marketing Practice	Marketing Practice		*	*		5	27
		Project Management Fundamentals	Project Management Fundamentals	*			30		32
	Advanced Course	Brand Strategy Formulation	Brand Strategy Formulation	*	*	*	12	2	35
		Product Strategy Formulation	Product Strategy Formulation	*	*	*	12	2	38
		Pricing Strategy Formulation	Pricing Strategy Formulation	*	*	*	12	2	43
		Marketing Strategy Formulation in Service Centric Business	Marketing Strategy Formulation in Service Centric Business	*	*	*	12	2	48
		Leadership Skills Required in Marketing	Leadership Skills Required in Marketing			*		3	51
		Communication Skills Required in Marketing	Communication Skills Required in Marketing			*		3	54
		Negotiation Skills Required in Marketing	Negotiation Skills Required in Marketing			*		3	57
	Special Course	Latest Trends of Technology and Solutions	Latest Trends of Technology and Solutions		*			1	60
		Latest Business Trends	Latest Business Trends	*	*		3	0.5	63
		Industry Application Trends	Industry Application Trends	*	*		12	2	66
		Community Activities	Community Activities	-	-	-	-	-	69
Specific to Each Specialty Field <Selective Courses>	Basic Course	Market Communication Strategy Fundamentals	Market Communication Strategy Fundamentals		*	*		3	102
	Advanced Course	Marketing Management Fundamentals	Marketing Management Fundamentals	*	*	*	12	2	89
		Market Communication Strategy Formulation	Market Communication Strategy Formulation	*	*	*	12	2	107
		Competitive Strategic Management for Market Communication	Competitive Strategic Management for Market Communication		*	*		3	111

Marketing

Training Course Description

<Common to Marketing>

Marketing Fundamentals (1 course)

- Marketing Fundamentals

Course Name	Marketing Fundamentals
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge important for general marketing activities.</p> <ul style="list-style-type: none"> ○The attendees learn the following fundamental knowledge important for marketing activities: a concept of marketing, marketing management, market research, planning tools, marketing strategies, formulation of the marketing strategies, marketing processes from formulation to implementation of marketing programs. ○In the first half, training contents are provided in lectures or via e-learning type methods, and in the second half the attendees perform exercises in workshops to deepen the knowledge acquired in the first half.
Attendee	Those who aspire to participate in marketing activities as members of marketing teams (those who aim to acquire the knowledge of Marketing level 3)
Precondition	Possess fundamental IT knowledge and fundamental personal skills (e.g., leadership, communication, and negotiation).
Training Method	E-learning, Lecture, Workshop
Duration	<p>[First Half] Standard term: 30 hours (e-learning 6 hours/day x 5 days)</p> <p>[Second Half] Standard term: 3 days (classroom)</p>
Learning Goal	Can participate in a series of standard marketing activities under supervision of a superior as a member of a marketing team by utilizing fundamental marketing knowledge.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>

Planning Tools (1 course)

- Planning Tools

<div>Course Name</div> <div>Content</div>	Planning Tools
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This is a next-level course of Marketing Fundamental course group.</p> <p>Attendees acquire knowledge of marketing analysis and formulation of marketing plans, both of which are important for implementation of marketing activities.</p> <ul style="list-style-type: none"> ○The attendees learn the following in marketing activities: analysis methods and analysis models for development of various marketing programs, and knowledge and utilization of planning tools. ○The attendees acquire knowledge in lectures or via e-learning type methods and learn the utilization of planning tools in workshops.
Attendee	Those who aspire to participate in marketing activities as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamental course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard team: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing knowledge of planning tools and marketing models.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Understanding and Utilization of Analysis Tools and Models Business Life Cycle (Introduction Stage, Growth Stage, Maturity Stage, Decline Stage) Models, Product Portfolio Management (PPM) Models, Experience Curve, 3C Analysis, SWOT Analysis, 7S Models, Michael Porter's Five Forces Model, Value Chain Analysis</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>

Marketing Research (1 course)

- Market Research

Course Name	Marketing Research
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees learn methods of marketing research to understand markets correctly and acquire knowledge of practical processes for the marketing research.</p> <ul style="list-style-type: none"> ○The attendees learn the methods and processes of the research of target markets to understand the target market correctly and how to segment markets. ○The attendees acquire knowledge in lectures or via e-learning type methods and learn the methods of marketing research in workshops.
Attendee	Those who aspire to participate in marketing activities as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing research activities as a leader of a marketing team by utilizing knowledge of the marketing research.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p>
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>

B2B Marketing (1 course)

- B2B Marketing

Course Name	B2B Marketing
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire knowledge important for B2B marketing activities.</p> <ul style="list-style-type: none"> ○The attendees learn the following knowledge of a whole B2B marketing program: a concept of B2B marketing, B2B marketing strategies, formulation methods of B2B marketing strategies, marketing processes from development to implementation of B2B marketing programs, corporate purchase processes, and influence on purchasing decision-makers. ○The attendees acquire knowledge in lectures or via e-learning type methods and learn the knowledge practically in workshops.
Attendee	Those who aspire to participate in B2B marketing activities as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard team: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing B2B marketing knowledge.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-B2B Marketing Strategies Formulation B2B Marketing Concepts, B2B Marketing Strategies and Planning Techniques, Understanding and Execution of B2B Marketing Process, Difference between Corporate Market and Consumer Market, Corporate Purchase Processes, Influence on Purchasing Decision-makers</p> <p>-Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>

Skill Items	Knowledge Items
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>
Marketing Integration	<p>-Marketing Management Formulation and Practice of Marketing Strategies, Analysis of Marketing Environments and Discovery of Market Opportunities, Market Segmentation (Geographical Variances, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Selection of Target Markets, Positioning, Marketing Mix, Price Strategies, Products or Service Strategies, Sales Channel Strategies, Market Communication Strategies, Implementation and Evaluation of Marketing Mix Policies</p>

Marketing Practice (1 course)

- Marketing Practice

Course Name	Marketing Practice
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire the following knowledge and practical skills that are important for practice of marketing activities: processes of development and implementation of marketing programs.</p> <ul style="list-style-type: none"> ○The attendees learn marketing processes (marketing environment analysis, discovery of market opportunities, market segmentation, selection of target markets, market positioning, and marketing mix) and entire marketing activity from formulation to implementation of marketing strategies. ○Training contents are provided in lectures with focus on case studies and in workshops.
Attendee	Those who aspire to participate in marketing activities of service centric business as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, Planning Tools course group, Marketing Research course group, and B2B Marketing course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 5 days (classroom)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing knowledge of practice of marketing.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan</p> <p>-Practice of Marketing Activities Understanding of Marketing Strategies, Execution of Marketing Policies</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Setting and Assessment of Market Communication Evaluation Criteria Determination on Assessment Criteria and Methods, Assessment Implementation, Analysis of Assessment Results, Review and Implementation of Proposals for Improvement</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>

Skill Items	Knowledge Items
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>
Marketing Integration	<p>-Marketing Management Formulation and Practice of Marketing Strategies, Analysis of Marketing Environments and Discovery of Market Opportunities, Market Segmentation (Geographical Variances, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Selection of Target Markets, Positioning, Marketing Mix, Price Strategies, Products or Service Strategies, Sales Channel Strategies, Market Communication Strategies, Implementation and Evaluation of Marketing Mix Policies</p>

Project Management Fundamentals (1 course)

- Project Management Fundamentals

Course Name	Project Management Fundamentals
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge of project management.</p> <p>○The attendees learn, based on “PMBOK”, a general concept of project management that covers all aspect of basic project management knowledge (e.g., project definitions, organization, plan formulation, schedule planning, project implementation, project management, and project completion) and that is not biased by characteristics of industries or fields.</p>
Attendee	Those who aspire to participate in marketing activities as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	E-learning
Duration	Standard term: 30 hours (e-learning 6 hours/day x 5 days)
Learning Goal	Can perform project management activities for marketing as a leader of a marketing project by utilizing fundamental knowledge of project management.

Skill Items	Knowledge Items
Project Management	<p>-Project Integration Management Develop Project Charter, Develop Preliminary Project Scope Statement, Develop Project Management Plan, Direct and Manage Project Execution, Monitor and Control Project Work, Integrated Change</p> <p>-Project Scope Management Scope Planning, Scope Definition, Create WBS, Scope Verification, Scope Control</p> <p>-Project Time Management Activity Definition, Activity Sequencing, Activity Resource Estimating, Activity Duration Estimating, Schedule Development, Schedule Control</p> <p>-Project Cost Management Cost Estimating, Cost Budgeting, Cost Control</p> <p>-Project Quality Management Quality Planning, Perform Quality Assurance, Perform Quality Control</p> <p>-Project Human Resource Management Human Resource Planning, Acquire Project Team, Develop Project Team, Manage Project Team</p> <p>-Project Communication Management Communications Planning, Information Distribution, Performance Reporting, Manage Stakeholders</p> <p>-Project Risk Management Risk Management Planning, Risk Identification, Qualitative Risk Analysis, Quantitative Risk Analysis, Risk Response Planning, Risk Monitoring and Control</p> <p>-Project Procurement Management Plan Purchases and Acquisitions, Plan Contracting, Request Seller Responses, Select Sellers, Contract Administration, Contract Closure</p>

Brand Strategy Formulation (1 course)

- Brand Strategy Formulation

<div>Course Name</div> <div>Content</div>	Brand Strategy Formulation
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and skills important for methods and processes of formulation of companies' brand strategies on markets.</p> <ul style="list-style-type: none"> ○The attendees learn development processes of brand strategies that enable companies implement business strategies successfully and methods of the development processes of the brand strategies, and acquire knowledge and skills of formulation of brand strategies important for establishment of royalty that provides companies with competitive advantages. ○The attendees acquire knowledge of formulation of brand strategies in lectures or via e-learning type methods and learn the knowledge practically in workshops.
Attendee	<p>Those who aspire to formulate brand strategies important for implementation of formulated marketing strategies as persons responsible for marketing management, who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects (those who aim to acquire the knowledge of Marketing level5)</p>
Precondition	<p>Have completed Marketing Fundamentals course group, Marketing Research course group, and Marketing Practice course group, or possess equivalent knowledge.</p>
Training Method	<p>Lecture or E-learning, Workshop</p>
Duration	<p>Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)</p>
Learning Goal	<p>Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of brand strategies.</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Brand Strategies Formulation Brand Strategy Development Process and Techniques, Brand Royalty Acquisition, Brand Equity, Brand Strategy Determination (Brand Line Expansion, Brand Expansion, Multi-brand, Co-brand), Brand Systems (Corporate Brands, Business Brands, Family Brands, Product or Service Brands, etc.), Product or Service Lines and brands</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>

Product Strategy Formulation (1 course)

- Product Strategy Formulation

Course Name	Product Strategy Formulation
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and practical skills important for setting of strategic value and position of products to be released in markets.</p> <ul style="list-style-type: none"> ○The attendees learn knowledge and skills important for formulation of product strategies for target markets, and knowledge and skills important for development of new products, formulation of contents that the new products offer, and development of distribution channels. ○The attendees acquire knowledge in lectures or via e-learning type methods and practical skills in workshops.
Attendee	Those who aspire to formulate product strategies to implement formulated marketing strategies as persons responsible for marketing management and have participated in marketing projects (those who aim to acquire the knowledge of Marketing level 5)
Precondition	Have completed Marketing Fundamentals course group, Marketing Research course group, and Marketing Practice course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of formulation of product strategies.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Product Strategies Formulation Market Segmentation and Selection of Target Markets, Product Positioning, New Product Development, Decision-making on Products, Product Lifecycle, Formulation of Offering Contents, Relationship with Brand Strategies, Market Research Techniques for Product</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p> <p>-Formulation of Product Strategy and Service Strategy Review of Differentiation, Formulation of Positioning Strategies, Analysis of Company's Strength, Analysis for Lifecycle Phase of Products or Service, Development of New Products or New Service, Product or Service Lines or Brands</p>

Skill Items	Knowledge Items
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>

Pricing Strategy Formulation (1 course)

- Pricing Strategy Formulation

Course Name	Pricing Strategy Formulation
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and practical skills of processes and implementation methods of formulation of pricing strategies for products, solutions, and services that are to be released in markets.</p> <ul style="list-style-type: none"> ○The attendees learn knowledge and skills of methods of formulation of pricing strategies following product strategies, and acquire practical skills of implementation of pricing strategies that provide companies with competitive advantages in target markets. ○The attendees acquire knowledge in lectures or via e-learning type methods and practical skills in workshops.
Attendee	Those who aspire to formulate pricing strategies for implementation of formulated marketing strategies as persons responsible for marketing team and who have participated in marketing projects (those who aim to acquire the knowledge of Marketing level 5)
Precondition	Have completed Marketing Fundamentals course group, Marketing Research course group, and Marketing Practice course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, or Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of formulation of pricing strategies.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Pricing Strategies Formulation Price Determination Factors, Pricing Technique (Cost-oriented, Demand-oriented, and Competition-oriented), Price setting of New Products (Skimming Pricing, Market Penetration Pricing), Product Mix Pricing, Price Adjustment</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p> <p>-Formulation of Product Strategy and Service Strategy Review of Differentiation, Formulation of Positioning Strategies, Analysis of Company's Strength, Analysis for Lifecycle Phase of Products or Service, Development of New Products or New Service, Product or Service Lines or Brands</p>

Skill Items	Knowledge Items
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>

Marketing Strategy Formulation in Service Centric Business (1 course)

- Marketing Strategy Formulation in Service Management

Course Name	Marketing Strategy Formulation in Service Centric Business
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire special skills of formulation of marketing strategies in service centric business.</p> <ul style="list-style-type: none"> ○The attendees understand characteristics of service centric business, learn shifting patterns from product centric business to service centric business, and acquire techniques for fusion of the product centric business and service centric business. The attendees also acquire the following knowledge and practical skills important for formulation of marketing strategies relevant to service centric business: a concept of marketing, marketing strategies, methods of formulation of the marketing strategies, development of marketing programs, and formulation of marketing strategies for service centric business from design to management of marketing processes. ○The attendees acquire knowledge in lectures or via e-learning type methods and practical skills in workshops.
Attendee	Those who aspire to formulate marketing strategies in service centric business as persons responsible for marketing management, who have participated in marketing projects, and who have completed the marketing projects (those who aim to acquire the knowledge of Marketing level 5)
Precondition	Have completed Marketing Fundamentals course group, Marketing Research course group, and Marketing Practice course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of formulation of marketing strategies in service centric business.

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategy Formulation for Service Businesses Techniques of Marketing Strategy Formulation for Service Centric Businesses, Review of Differentiation for Service, Service Quality Management System, Understanding of the Difference between Product Centric Businesses and Service Centric Businesses, Vertically Integrated Service, Understanding of Customer's Preference in IT Service Transaction Forms</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Integration	<p>-Marketing Management Formulation and Practice of Marketing Strategies, Analysis of Marketing Environments and Discovery of Market Opportunities, Market Segmentation (Geographical Variances, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Selection of Target Markets, Positioning, Marketing Mix, Price Strategies, Products or Service Strategies, Sales Channel Strategies, Market Communication Strategies, Implementation and Evaluation of Marketing Mix Policies</p>

Leadership Skills Required in Marketing (1 course)

- Leadership Skills Required in Marketing

<div>Course Name</div> <div>Content</div>	Leadership Skills Required in Marketing
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire practical skills of the following that are success factors of any projects: object setting, team building, communication with people inside and outside teams, creation, promotion, and management of project action items, and skills for motivating team members.</p> <p>○The attendees learn, in workshops including role-play, the following items required to promote medium-sized, large-sized, or complex projects: leadership, self motivation, motivating team members through team building, interpersonal skills, discord management and consensus building.</p>
Attendee	Those who have completed projects as leaders of or persons responsible for marketing teams (those who aim to acquire the knowledge of Marketing level 4 or 5)
Precondition	Possess fundamental leadership knowledge.
Training Method	Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can take leadership in a specific market, product, or service market, and complete marketing activities successfully as a leader of or a person responsible for a marketing team.

Skill Items	Knowledge Items
Leadership	Leadership Fundamentals and Principles of Leadership, Teamwork and Communication, Project Objective Setting, Project Promotion, Project Execution, Project Management, Collaboration Between Team Members, Motivating Team Members and Provision for Feelings of Accomplishment

Communication Skills Required in Marketing (1 course)

- Communication Skills Required in Marketing

<div>Course Name</div> <div>Content</div>	Communication Skills Required in Marketing
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire the following practical skills that are a success factor of any projects: effective and efficient communication with people involved in projects.</p> <ul style="list-style-type: none"> ○The attendees learn, in workshops including role-play, the following important for promotion of medium-sized, large-sized, or complex projects two-way communication, passing of information, and processing of information.
Attendee	Those who have completed projects as leaders of or persons responsible for marketing teams (those who aim to acquire the knowledge of Marketing level 4 or 5)
Precondition	Possess fundamental communication knowledge.
Training Method	Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can communicate with an internal decision-related key person and members of a marketing team effectively and efficiently, and perform marketing activities as a leader of the marketing team.

Skill Items	Knowledge Items
Communication	<p>-2-Way Communication Dialogue and Interview, Information Transfer, Communication Technique, Effective Speaking and Listening</p> <p>-Transmission of Information Presentation Technique, Creation of Official and Nonofficial Documents, Technical Writing, Media Selection, Persuasion Technique</p> <p>-Organization, Analysis and Retrieval of Information Development and Practice of Status Response Capabilities to Understand Situations, Capabilities to Understand Situations, Meeting Management Techniques</p>

Negotiation Skills Required in Marketing (1 course)

- Communication Skills Required in Marketing

<div>Course Name</div> <div>Content</div>	Negotiation Skills Required in Marketing
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire practical skills of negotiation in any situations or scenes in marketing activities.</p> <p>○About negotiation with people concerned with any scenes or situations in medium-sized, large-sized, or complex marketing projects, the attendees learn and perform role-play in workshops in how to divide negotiation phases into several phases, how to understand expected problems, how to formulate problem solving solutions with negotiating partners.</p>
Attendee	Those who have completed marketing projects as leaders of or persons responsible for marketing teams (those who aim to acquire the knowledge of Marketing level 4 or 5)
Precondition	Possess fundamental negotiation knowledge.
Training Method	Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform marketing activities as a leader of or a person responsible for the technical team by resolving confrontation and conflict with an internal decision-related key person and members of a technical team and maintaining continuously trust relationship with a tough negotiating partner.

Skill Items	Knowledge Items
Negotiation	-Negotiation Negotiation Process, Effective Negotiation Techniques, Establishment of Trust Relationship, Objective Setting, Common Interest, Logical Thinking, Problem Solving Techniques

Latest Trends of Technology and Solutions (1 course)

- Latest Trends of Technology and Solutions

Content \ Course Name	Latest Trends of Technology and Solutions
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees learn the latest technology trends surrounding IT services changing from day to day and acquire knowledge of how to apply the trends to actual business.</p> <ul style="list-style-type: none"> ○The attendees learn sizes and trends of IT markets in domestic and abroad IT markets, present and future IT, component technology trends of the following (platforms, system management infrastructure, databases, networks, distributed computing systems, and security), application technology trends, business model patent technology trends, next-generation e-business, and its future growth. ○Training contents are provided on given themes according to need, and the attendees select a theme to take part in a lecture for maintaining or improving their skills at regular intervals or when needed.
Attendee	Those who require their knowledge of IT and solutions to be updated as leaders of or persons responsible for marketing team
Precondition	Have participated in Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture
Duration	Standard term: 1 day (classroom)
Learning Goal	Can perform marketing activities as a leader of or a person responsible for a marketing team based on understanding of information of the latest IT and solutions by applying it to actual marketing activities effectively.

Skill Items	Knowledge Items
Assessment and Selection of Market Opportunities	<p>-Industry Trends Understanding of Industrial Environments and Relevant Regulations, Understanding of Latest Industry Trends, Understanding and Utilization of Industry Specific Needs/Wants</p> <p>-Latest Technology Trends Understanding of Latest Hardware Technology Trends, Understanding of Latest Middleware Technology Trends, Understanding of Latest Platform Technology Trends, Understanding of Latest Network Technology Trends, Understanding of Latest Database Technology Trends, Understanding of Latest Security Technology Trends, Understanding of Latest System Management Technology Trends</p>

Latest Business Trends (1 course)

- Latest Business Trends

Course Name	Latest Business Trends
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire knowledge of the latest business trends changing from day to day.</p> <p>○Training contents are provided on given themes (e.g., management issues of major industries, the latest business trends of the major industries, topics, IT market trends in a domestic country and abroad, and IT business relevant technology trends) according to need, and the attendees select a theme to take part in a lecture (or via e-learning type methods) for maintaining or improving their skills at regular intervals or when needed.</p>
Attendee	Those who should keep up with their business trend knowledge in order to understand business environment of markets, products, and services relevant to projects as leaders of or responsible persons for marketing teams
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning
Duration	Standard term: 0.5 day (classroom) or Standard term: 3 hours (e-learning 6 hours/day x 0.5 day)
Learning Goal	Can comprehend business issues of a customer precisely and perform marketing activities based on understanding of short- and medium-term business trends surrounding an industry and by utilizing knowledge of the short- and medium-term business trends surrounding an industry effectively as a leader of or a person responsible for marketing team.

Skill Items	Knowledge Items
Assessment and Selection of Market Opportunities	-Industry Trends Understanding of Industrial Environments and Relevant Regulations, Understanding of Latest Industry Trends, Understanding and Utilization of Industry Specific Needs/Wants
Marketing Environment Analysis	-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments

Industry Application Trends (1 course)

- Industry Application Trends

Course Name	Industry Application Trends
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees learn the latest trends in each industry and acquire knowledge of applications and solutions in the spotlight in order to keep updating knowledge of industry applications changing from day to day.</p> <ul style="list-style-type: none"> ○Training contents are provided on a given theme of each industry, application, or solution, and the attendees select a theme and take part in a lecture for maintaining or improving their skills at regular intervals or when needed. ○To provide lectures via e-learning type methods is possible; however, to give demonstrations of how applications work at lectures is recommended.
Attendee	Those who should keep up with the latest knowledge including knowledge of all IT industries and application packages utilized in the IT industries as leaders of or persons responsible for marketing teams
Precondition	Possess fundamental knowledge of industry applications.
Training Method	Lecture or E-learning
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can apply knowledge of the whole IT industry, new forms of information systems, and trends of the latest application and solutions to marketing activities effectively as a leader of or a person responsible for a marketing team based on understanding of the knowledge.

Skill Items	Knowledge Items
Assessment and Selection of Market Opportunities	-Industry Trends Understanding of Industrial Environments and Relevant Regulations, Understanding of Latest Industry Trends, Understanding and Utilization of Industry Specific Needs/Wants
Marketing Environment Analysis	-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments

Community Activities (1 course)

- Community Activities

Course Name	Community Activities
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Community activities, unlike trainings, give IT professionals opportunities to learn from one other and contribute to development of subordinates. Community activities are all sorts of activities within or outside companies regardless of any types of organizations.</p> <p>Community activities outside companies are activities in academic conferences or various associations (including voluntary ones), and community activities within companies are, for instance, activities by those certified by certification system in their companies. Basically, a community is made up of one job category.</p> <p>Individuals with high-level skills are considered out of learning through trainings, and they are expected to improve their skills by exchanging information and discussing with other individuals in community activities.</p> <p>○The individuals contribute to development of subordinates through writing a paper or giving lectures based on their high-level knowledge and skills. Especially in community activities within companies, they lead activities for design, institution, and implementation of personnel system, education system, and training system. They make contribution as IT professionals in business fields to pursuit of human resource development strategies related to business strategies as well.</p>
Attendee	--
Precondition	--
Training Method	--
Duration	--
Learning Goal	--

IT Architect

Training Course Description

<Specific to Each Specialty Field (Selective Courses)>

Fundamentals of Sales Channel Strategies and Market Communication Strategies (1 course)

[] is a corresponding specialty field

- Fundamentals of Sales Channel Strategies and Market Communication Strategies
[Marketing Management]

<div>Course Name</div> <div>Content</div>	Fundamentals of Sales Channel Strategies and Market Communication Strategies
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input checked="" type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire fundamental knowledge of sales channel strategies and market communication strategies important for activities in the specialty field Marketing Management in Marketing.</p> <ul style="list-style-type: none"> ○In the first half, attendees learn the following that are fundamental knowledge of sales channels strategies: a concept of marketing and marketing methodologies, selection methods for optimum channels, selected channels and collaborative models, pioneering and management of channels, and channel support plans. ○In the second half, attendees learn the following that are fundamental knowledge of market communication strategies: a concept of communication, communication methods and communication media, assessment methods of communication, and promotion forms and promotion management. ○The attendees learn knowledge in lectures and the knowledge practically in workshops.
Attendee	Those who aspire to participate in marketing activities relevant to sales channel strategies and market communication strategies as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, Planning Tools course group, Marketing Research course group, and B2B Marketing course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing knowledge of sales channel strategies and market communication strategies.

Skill Items	Knowledge Items
Compliance	<p>-Knowledge of Relevant Regulations Relevant Regulations and Accepted Norms</p>
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Integration	<p>-Marketing Management Formulation and Practice of Marketing Strategies, Analysis of Marketing Environments and Discovery of Market Opportunities, Market Segmentation (Geographical Variances, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Selection of Target Markets, Positioning, Marketing Mix, Price Strategies, Products or Service Strategies, Sales Channel Strategies, Market Communication Strategies, Implementation and Evaluation of Marketing Mix Policies</p> <p>-Understanding of Customer Purchasing Behavior Consumer Behavior Model, Understanding of Factors Influencing on Purchasing Behavior (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Purchasing Decision Processes, Understanding of Each Phase of Purchasing Decision Processes, Purchasing Decision-makers</p> <p>-Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts</p>
Sales Channel Strategy	<p>-Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts</p>

Skill Items	Knowledge Items
Market Communication Strategy	<p>-Formulation of Market Communication Strategies Formulation of Market Communication Strategies, Purchaser Characteristics and Buying Psychology, Understanding and Utilization of AIDA Model (Attention, Interest, Desire, Action), Push Strategies and Pull Strategies, Understanding and Utilization of Market Communication Means, Target Setting and Budget Decision for Market Communication, Decision of Communication Mix and Advertising Strategies, Creative Strategies, Media Strategies, Sales Promotion Strategies, Web Marketing</p> <p>-Development of Market Communication Clarification of Standard Audience, Image Analysis, Target Setting, Creation of Messages, Selection of Market Communication Channels, Budget Decision</p>

Promotion Strategy Formulation (1 course)

[] is a corresponding specialty field

- Promotion Strategy Formulation [Marketing Management]

<div>Course Name</div> <div>Content</div>	Promotion Strategy Formulation
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input checked="" type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and practical skills important for distinction of markets and formulation of promotion strategies for the markets.</p> <ul style="list-style-type: none"> ○The attendees acquire knowledge and skills important for formulation of effective promotion strategies for services and products to be released in target markets, and practical skills important for formulation of promotion plans, utilization of a promotion mix, and assessment of effect of the promotion mix. ○The attendees acquire knowledge in lectures or via e-learning type methods and practical skills in workshops.
Attendee	<p>Those who aspire to formulate promotion strategies for implementation of formulated marketing strategies as persons responsible for marketing management, who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects (those who aim to acquire the knowledge of Marketing level 5)</p>
Precondition	<p>Have completed three courses of level 2 (for those who aim at level 3) and level 3 (for those who aim at level 4) of Marketing such as Marketing Fundamental course group, Marketing Research course group, or Marketing Practice course group, or possess equivalent knowledge.</p>
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing knowledge of formulation of promotion strategies.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Integration	<p>-Promotion Strategy Formulation Promotion Plan Formulation, Utilization Techniques of Promotion Mix, Assessment of Promotional Effect</p>

Sales Channel Strategy Formulation (1 course)

[] is a corresponding specialty field

- Sales Channel Strategy Formulation

[Marketing Management / Sales Channel Strategy]

<div>Course Name</div> <div>Content</div>	Sales Channel Strategy Formulation
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input checked="" type="checkbox"/> Marketing Management <input checked="" type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and practical skills important for distinction of markets and formulation of sales channels strategies for the markets.</p> <ul style="list-style-type: none"> ○The attendees acquire knowledge and practical skills important for utilizing marketing research methods and formulation of sales channel strategies (from optimum sales channel design to alliance strategies). ○The attendees acquire knowledge in lectures or via e-learning type methods and practical skills in workshops.
Attendee	Those who aspire to formulate and implement sales channel strategies for markets as persons responsible for marketing management or sales channel strategies, who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects (those who aim to acquire the knowledge of Marketing level 5)
Precondition	Have completed Planning Tools course group, Marketing Research course group, Marketing Practice course group, and Sales Channel Strategy Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of formulation of sales channel strategies.

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Integration	<p>-Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts</p>

Skill Items	Knowledge Items
Sales Channel Strategy	<ul style="list-style-type: none"> -Application of Sales Channel Readiness Concept -Sales Channel Capacity Analysis and Establishment of Support Structure -Creation of Joint Plans with Partners -Contract Processing with Sales Channels Contract Preparation according to Partner Types, Setting of Trade Conditions (Total Transaction Value, Price, Stock, Quantity, Discounting, Financial Condition, etc.) -Sales Channel Design Service Level Analysis, Objective Setting, Determination and Evaluation of Sales Channel Nominees, Selection of Sales Channel Members, Educating, Motivating and Evaluating Channel Members -Role of Sales Channel Understanding of Sales Channel Functions and Flow, and Review of Optimal Solutions, Understanding of the Phase Number for Sales Channels and Review of Optimal Solutions -Sales Channel Conflict Understanding of Conflict and Competition Types, Understanding of Causes for Sales Channel Conflicts, Management of Sales Channel Conflicts -Legal and Ethical Problems with Sales Channels Relationship Exclusive Transactions, Exclusive Territory, Tie-in Purchase Contracts -Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts

Marketing Strategy Formulation (1 course)

[] is a corresponding specialty field

- Marketing Strategy Formulation [Marketing Management]

<div>Course Name</div> <div>Content</div>	Marketing Strategy Formulation
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input checked="" type="checkbox"/> Marketing Management <input type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and skills important for formulation of marketing strategies that enables companies to implement their marketing business strategies.</p> <ul style="list-style-type: none"> ○The attendees acquire skills of creation of implementation plans of marketing processes and marketing programs based on marketing strategies of their companies, and formulation of specific marketing strategist based on positioning strategies for competitive advantages, both of which are important for formulation of marketing strategies. ○The attendees acquire knowledge in lectures and practical skills in workshops.
Attendee	Those who aspire to lead marketing management activities as persons responsible for marketing teams, who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects (those who aim to acquire the knowledge of Marketing level 6)
Precondition	Have completed Brand Strategy Formulation course group, Product Strategy Formulation course group, Promotion Strategy Formulation course group, and Pricing Strategy Formulation course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of formulation of marketing strategies.

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>

Skill Items	Knowledge Items
Marketing Integration	<p>-Marketing Management Formulation and Practice of Marketing Strategies, Analysis of Marketing Environments and Discovery of Market Opportunities, Market Segmentation (Geographical Variances, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Selection of Target Markets, Positioning, Marketing Mix, Price Strategies, Products or Service Strategies, Sales Channel Strategies, Market Communication Strategies, Implementation and Evaluation of Marketing Mix Policies</p> <p>-Execution and Evaluation of Marketing Strategies Usage of Marketing Process and Practice Techniques, Practice Techniques of Marketing Programs, Formulation and Execution of Marketing Plans (Tactics, Action items, Milestones, etc.), Evaluation of Marketing Programs</p>

Marketing Management Fundamentals (1 course)

[] is a corresponding specialty field

- Marketing Management Fundamentals
[Sales Channel Strategy / Marketing Management]

Course Name	Marketing Management Fundamentals
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input checked="" type="checkbox"/> Sales Channel Strategy <input checked="" type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire fundamental knowledge of marketing management important for specialty fields Sales Channel Strategy and Market Communication.</p> <ul style="list-style-type: none"> ○The attendees learn fundamental knowledge of a concept of marketing and marketing methodologies, and acquire knowledge and skills important for processes for formulation of marketing strategies, the formulation of the marketing strategies, and implementation methods of marketing programs. ○In the first half, attendees learn market analysis, formulation of marketing strategies, and planning tools and marketing modes for development of marketing programs. In the second half, attendees learn the whole marketing process to implement the marketing programs effectively. ○The attendees acquire knowledge in lectures or via e-learning type methods and practical skills in workshops.
Attendee	Those who aspire to perform marketing activities for implementation of formulated marketing strategies as leaders of or persons responsible for marketing teams, who have participated in marketing projects, and who have completed the marketing projects (those who aim to acquire the knowledge of Marketing level 4 or 5)
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a leader of or a responsible person for marketing team by utilizing fundamental knowledge of marketing management.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>-Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Setting and Assessment of Market Communication Evaluation Criteria Determination on Assessment Criteria and Methods, Assessment Implementation, Analysis of Assessment Results, Review and Implementation of Proposals for Improvement</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>
Marketing Integration	<p>-Marketing Management Formulation and Practice of Marketing Strategies, Analysis of Marketing Environments and Discovery of Market Opportunities, Market Segmentation (Geographical Variances, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Selection of Target Markets, Positioning, Marketing Mix, Price Strategies, Products or Service Strategies, Sales Channel Strategies, Market Communication Strategies, Implementation and Evaluation of Marketing Mix Policies</p>

Sales Channel Strategy Fundamentals (1 course)

[] is a corresponding specialty field

- Sales Channel Strategy Fundamentals [Sales Channel Strategy]

Content \ Course Name	Sales Channel Strategy Fundamentals
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input checked="" type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire knowledge and skills of fundamental sales channel strategies important for implementation of sales channels strategies.</p> <ul style="list-style-type: none"> ○The attendees learn fundamental knowledge of sales channel strategies important for development of optimum sales channels and effective utilization of the sales channels. ○The attendees acquire knowledge in lectures and practical skills in workshops.
Attendee	Those who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects, and who aspire to promote marketing activities of sales channel strategies as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing fundamental knowledge of optimum sales channel strategies.

Skill Items	Knowledge Items
Discovery and Selection of Market Opportunities	<p>-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands</p> <p>-Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses</p> <p>-Market Analysis Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand</p> <p>-Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments</p> <p>-Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors</p> <p>Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers</p> <p>-Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities</p> <p>-Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity</p> <p>-Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)</p>

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>
Marketing Integration	<p>-Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts</p>

Skill Items	Knowledge Items
Sales Channel Strategy	<ul style="list-style-type: none"> -Application of Sales Channel Readiness Concept -Sales Channel Capacity Analysis and Establishment of Support Structure -Creation of Joint Plans with Partners -Contract Processing with Sales Channels Contract Preparation according to Partner Types, Setting of Trade Conditions (Total Transaction Value, Price, Stock, Quantity, Discounting, Financial Condition, etc.) -Sales Channel Design Service Level Analysis, Objective Setting, Determination and Evaluation of Sales Channel Nominees, Selection of Sales Channel Members, Educating, Motivating and Evaluating Channel Members -Role of Sales Channel Understanding of Sales Channel Functions and Flow, and Review of Optimal Solutions, Understanding of the Phase Number for Sales Channels and Review of Optimal Solutions -Sales Channel Conflict Understanding of Conflict and Competition Types, Understanding of Causes for Sales Channel Conflicts, Management of Sales Channel Conflicts -Legal and Ethical Problems with Sales Channels Relationship Exclusive Transactions, Exclusive Territory, Tie-in Purchase Contracts -Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts

Competitive Strategic Management for Sales Channels (1 course)

[] is a corresponding specialty field

- Competitive Strategic Management for Sales Channels
[Sales Channel Strategy]

Course Name	Competitive Strategic Management for Sales Channels
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management <input checked="" type="checkbox"/> Sales Channel Strategy <input type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and practical skills important for implementation of competitive channel strategies based on sales channels strategies.</p> <ul style="list-style-type: none"> ○The attendees learn special knowledge and its methods important for selection of sales channels based on marketing strategies, design of sales routes, formulation of competitive channel strategies, formulation of strategies for opening new channels, channel support plans, formulation of competitive alliance strategies, and implementation of specific programs. ○The attendees acquire knowledge in lectures and practical skills through case studies.
Attendee	Those who aspire to formulate and implement advanced sales channel strategies for markets as persons responsible for sales channel strategies, who have participated in marketing projects, and who have completed the marketing projects as persons responsible for the marketing projects (those who aim to acquire the knowledge of Marketing level 6)
Precondition	Have completed Brand Strategy Formulation course group, Product Strategy Formulation course group, Promotion Strategy Formulation course group, Pricing Strategy Formulation course group, and Sales Channel Strategy Formulation course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of competitive strategic management for sales channels.

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Integration	<p>-Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts</p>

Skill Items	Knowledge Items
Sales Channel Strategy	<ul style="list-style-type: none"> -Application of Sales Channel Readiness Concept -Sales Channel Capacity Analysis and Establishment of Support Structure -Creation of Joint Plans with Partners -Contract Processing with Sales Channels Contract Preparation according to Partner Types, Setting of Trade Conditions (Total Transaction Value, Price, Stock, Quantity, Discounting, Financial Condition, etc.) -Sales Channel Design Service Level Analysis, Objective Setting, Determination and Evaluation of Sales Channel Nominees, Selection of Sales Channel Members, Educating, Motivating and Evaluating Channel Members -Role of Sales Channel Understanding of Sales Channel Functions and Flow, and Review of Optimal Solutions, Understanding of the Phase Number for Sales Channels and Review of Optimal Solutions -Sales Channel Conflict Understanding of Conflict and Competition Types, Understanding of Causes for Sales Channel Conflicts, Management of Sales Channel Conflicts -Legal and Ethical Problems with Sales Channels Relationship Exclusive Transactions, Exclusive Territory, Tie-in Purchase Contracts -Sales Channel Strategies Formulation Alliance Strategy Formulation with Sales Channels, Selection and Design of Sales Channels, Support for Sales Channels, Motivation, Understanding and Management of Sales Channel Conflicts

Market Communication Strategy Fundamentals (1 course)

[] is a corresponding specialty field

- Market Communication Strategy Fundamentals
[Market Communication]

Course Name	Market Communication Strategy Fundamentals
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management Sales <input type="checkbox"/> Channel Strategy <input checked="" type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge and skills of market communication important for market communication activities.</p> <ul style="list-style-type: none"> ○The attendees learn the following fundamental knowledge important for formulation of optimum market communication strategies: a concept of communication, communication methods, communication media, communication assessment methods, communication promotion forms, and communication promotion management. ○The attendees acquire knowledge in lectures and practical skills in workshops.
Attendee	Those who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects, and who aspire to perform marketing activities of market communication effectively as leaders of marketing teams (those who aim to acquire the knowledge of Marketing level 4)
Precondition	Have completed Marketing Fundamentals course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective marketing activities as a leader of a marketing team by utilizing fundamental knowledge of market communication strategies.

Skill Items	Knowledge Items
Compliance	-Knowledge of Relevant Regulations Relevant Regulations and Accepted Norms
Discovery and Selection of Market Opportunities	-Discovery and Selection of Market Opportunities Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Research and Measurement of Market Demands -Market Research Concept and Methodology Market Definition, Understanding of Whole Market, Market Analysis, Setting of Market Research Objective, Creation of Market Research Plan, Market Research Design, Market Research Implementation, Verification of Hypotheses -Market Analysis 定 Macro Environment Analysis, Customer Analysis, Competition Analysis, Analysis of Internal Environments (Analysis of Company's Strengths and Weaknesses), Analysis of Market Opportunities, Measurement of Market Demand -Market Segmentation Concepts, Application and Practice of Quantitative Methodology, Understanding and Setting of Markets and Market Segments, Market Segmentation (Geographical Variance, Demographic Variance, Psychological Variance, Behavioral Variances, etc.), Evaluation of Market Segments, Selection of Market Segments -Selection of Target Market (Targeting) Market Scale, Analysis of Company's Advantages, Analysis for Life Cycle Phases of Products or Service, Analysis of Entry Barriers, Analysis of Competitive Strategies, Analysis of Environmental Factors -Positioning Applications Review of Differentiation, Positioning Analysis and Setting in Companies, Positioning Analysis and Setting to Customers -Product Portfolio Analysis Selection of Investment Areas through the Use of Analysis Tools and Models, Selection of Priorities -Determination of Demands Price sensitivity, Inelastic demand, Elastic demand, Estimation of demand curve, Demand elasticity -Utilization of Quantitative Tools in Marketing (Analysis of Customer Purchasing Behavior Trends, Discovery of Potential Customers, etc) Utilization of Statistical Tools (Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Conjoint Analysis, Multidimensional Scaling), Model (Queuing Model, Sales Response Model, etc.), Optimization Routine (Differentiation Formulas, Mathematical Programming, Statistical Decision Theory, Game Theory, etc.)

Skill Items	Knowledge Items
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Setting and Assessment of Market Communication Evaluation Criteria Determination on Assessment Criteria and Methods, Assessment Implementation, Analysis of Assessment Results, Review and Implementation of Proposals for Improvement</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>
Marketing Environment Analysis	<p>-Macro Environment Analysis Social Conditions, Economic Environments, Demographic Environment, Technical Environments, Politics, Legal Environments, Cultural Environments</p> <p>-Internal Environment Analysis (Analysis of Company's Strengths and Weaknesses) Strengths and Weaknesses of Marketing Strategies, Analysis for Superiority of Products or Service, Financial Analysis, Organizational Analysis, Analysis of Human Resources</p> <p>-Customer Analysis Population of Consumers Demands of Customers, Understanding of Needs/Wants, Understanding of Factors Influencing on Purchase Activities (Cultural Factors, Social Factors, Personal Factors, Psychological Factors), Understanding of Buying Behavior, Understanding of Purchasing Decision Processes, Purchasing Decision-makers</p>

Skill Items	Knowledge Items
Market Communication Strategy	<p>-Formulation of Market Communication Strategies Formulation of Market Communication Strategies, Purchaser Characteristics and Buying Psychology, Understanding and Utilization of AIDA Model (Attention, Interest, Desire, Action), Push Strategies and Pull Strategies, Understanding and Utilization of Market Communication Means, Target Setting and Budget Decision for Market Communication, Decision of Communication Mix and Advertising Strategies, Creative Strategies, Media Strategies, Sales Promotion Strategies, Web Marketing</p> <p>Campaign Management Utilization and Practice of Campaign Management</p> <p>-Development of Market Communication Clarification of Standard Audience, Image Analysis, Target Setting, Creation of Messages, Selection of Market Communication Channels, Budget Decision</p>

Market Communication Strategy Formulation (1 course)

[] is a corresponding specialty field

- Market Communication Strategy Formulation
[Market Communication]

Course Name	Market Communication Strategy Formulation
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management Sales <input type="checkbox"/> Channel Strategy <input checked="" type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire expertise in the specialty field Market Communication.</p> <ul style="list-style-type: none"> ○The attendees learn, through case studies, methods of formulation of market communication strategies, creation of implementation plans of the market communication strategies, and assessment of results of program implementation. ○The attendees acquire knowledge in lectures or via e-learning type methods and learn the knowledge practically in workshops.
Attendee	Those who aspire to formulate and implement market communication strategies as persons responsible for market communication, who have participated in marketing projects, who have completed the marketing projects, and who have results of the marketing projects (those who aim to acquire the knowledge of Marketing level 5)
Precondition	Have completed Planning Tools course group, Marketing Research course group, Marketing Practice course group, Market Communication Strategy Fundamentals course group, or possess equivalent knowledge
Training Method	Lecture or E-learning, Workshop
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (e-learning 6 hours/day x 2 days)
Learning Goal	Can perform effective marketing activities as a person responsible for a marketing team by utilizing knowledge of formulation of market communication strategies.

Skill Items	Knowledge Items
Compliance	-Knowledge of Relevant Regulations Relevant Regulations and Accepted Norms
Marketing Strategy	<p>-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan</p> <p>-Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan</p> <p>-Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process</p> <p>-Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management</p>

Skill Items	Knowledge Items
Market Communication Strategy	<p>-Formulation of Market Communication Strategies Formulation of Market Communication Strategies, Purchaser Characteristics and Buying Psychology, Understanding and Utilization of AIDA Model (Attention, Interest, Desire, Action), Push Strategies and Pull Strategies, Understanding and Utilization of Market Communication Means, Target Setting and Budget Decision for Market Communication, Decision of Communication Mix and Advertising Strategies, Creative Strategies, Media Strategies, Sales Promotion Strategies, Web Marketing</p> <p>-Campaign Management Utilization and Practice of Campaign Management</p> <p>-Development of Market Communication Clarification of Standard Audience, Image Analysis, Target Setting, Creation of Messages, Selection of Market Communication Channels, Budget Decision</p> <p>-Implementation of Market Communication Targets Setting, Message Planning, Selection of Media, Direct Marketing, Event Planning, etc., Performance with Partners</p>

Competitive Strategic Management for Market Communication (1 course)

[] is a corresponding specialty field

- Competitive Strategic Management for Market Communication
[Market Communication]

Course Name	Competitive Strategic Management for Market Communication
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Marketing <input type="checkbox"/> Marketing Management Sales <input type="checkbox"/> Channel Strategy <input checked="" type="checkbox"/> Market Communication
Outline	<p>Aim:</p> <p>This course helps attendees acquire knowledge and practical skills important for implementation of competitive communication strategies based on market communication strategies.</p> <ul style="list-style-type: none"> ○The attendees learn the following knowledge and practical skills important for formulation of distinctive and competitive market communication strategies: strategic communication methods, strategic communication media, assessment methods of communication strategies, and implementation of competitive communication promotion. ○The attendees acquire knowledge in lectures and practical skills through case studies.
Attendee	Those who aspire to formulate and implement advanced communication strategies for markets as persons responsible for market communication, who have participated in marketing projects, and who have completed the marketing projects (those who aim to acquire the knowledge of Marketing level 6)
Precondition	Have completed Brand Strategy Formulation course group, Product Strategy Formulation course group, Promotion Strategy Formulation course group, Pricing Strategy course group, and Market Communication Strategy Formulation course group, or possess equivalent knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective marketing activities as a responsible person for a marketing team by utilizing knowledge of competitive strategic management for market communication.

Skill Items	Knowledge Items
Compliance	-Knowledge of Relevant Regulations Relevant Regulations and Accepted Norms
Marketing Strategy	-Marketing Concepts and Methodology Understanding and Practice of Marketing Processes (Analysis of Marketing Environments, Discovery of Market Opportunities and Threats, Market Segmentation and Selection of Target Markets, Positioning, Marketing Mix), Understanding of Marketing Strategy Formulation Process, Formulation and Implementation of Marketing Program Plan -Formulation of Marketing Action Plan Understanding of Marketing Strategies, Understanding of Marketing policies, Examination of Strategic Options, Preparation of Marketing Action Plan, Review and Reflection of Tactics and Action items and CSF (Critical Success Factor) and Milestones and etc., Evaluation Criteria Setting, Formulation of Marketing Action Plan -Marketing Strategies Formulation Understanding of Corporate Philosophy, Understanding of Business Strategies (Management Strategies, Business Strategies), Business Portfolio Design, Implementation of Marketing Management, Implementation of Marketing Processes, Understanding of Marketing Strategy Formulation Process -Formulation and Implementation of Business Plan Setting of Business Missions, External Environment Analysis, Internal Environment Analysis, Business Targets Setting, Understanding and Execution of Formulation Process for Strategy and Policy, Assessment and Management

Skill Items	Knowledge Items
Market Communication Strategy	<p>-Formulation of Market Communication Strategies Formulation of Market Communication Strategies, Purchaser Characteristics and Buying Psychology, Understanding and Utilization of AIDA Model (Attention, Interest, Desire, Action), Push Strategies and Pull Strategies, Understanding and Utilization of Market Communication Means, Target Setting and Budget Decision for Market Communication, Decision of Communication Mix and Advertising Strategies, Creative Strategies, Media Strategies, Sales Promotion Strategies, Web Marketing</p> <p>-Formulation of Market Communication Competitive Strategy Formulation of Market Communication Strategies, Market Communication Evaluation, Planning and Implementation of Strategic Advertising, Implementation of Sales Promotion for Competitive Advantages, Implementation of Promotion for Competitive Advantages (Differentiation by Direct Marketing Campaigns, etc.), Planning and Practice of Event Marketing</p> <p>Campaign Management Utilization and Practice of Campaign Management</p> <p>-Development of Market Communication Clarification of Standard Audience, Image Analysis, Target Setting, Creation of Messages, Selection of Market Communication Channels, Budget Decision</p> <p>-Implementation of Market Communication Targets Setting, Message Planning, Selection of Media, Direct Marketing, Event Planning, etc., Performance with Partners</p>