

# ECN330 Marketing Theory

1st and 2nd quarters, Senior

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**Instructor** KANENARI KAZUYOSHI

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**Style of Class** Lecture

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**Number of Credits** 2

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**Day and Period** To be advised

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## Course Description

The goals of this course are to understand what marketing strategy, i.e. the activities involved in marketing, is and to understand how marketing is connected with our actual everyday lives. The lectures will discuss the history of marketing and its environments, in terms of the activities involved in marketing, consumerism, and related topics.

## Course Objectives

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## Prerequisites

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## Class Materials

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## Course Method

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## Evaluation/Assessment

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## Grading

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## Course Schedule

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## Preparation and Follow-up

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