

SAMPLE SYLLABUS

Product Marketing for the promotion of Agricultural Processed Goods in a developing country)

2DAY Workshop

Facilitator: Saeko Noda , Certified Management Consultant

Course Outline Day 1

Date/time (Sample)	Contents	Delivery Method
DAY1 9:30–12:30	Marketing Basics Business Risk identification from project document “Regional Development through Business Promotion Utilizing Local Resources”	Lecture Exercise Group discussion Plenary discussion
Lunch		
DAY1 13:30–16:30	Learning Marketing Basics through Simulation Case study: Marketing strategy of Ground nuts oil in an African country ①Situation Analysis (SWOT) ②Segmentation ③Targeting ④Positioning	Simulation *Each group will find the target by analyzing a certain conditions given i.e. business environment such as macro economic situation, competitors and potential customers, and own resources. Lecture Group work

Course syllabus : DAY 2

Date/time (Sample)	Contents	Delivery Method
DAY2 9:30— 12:30	Product, Price, Place and Promotion ▪ Specify product' s concept 【Lecture】 Product elements, product development 【Exercise】 Drafting of product development planning ▪ Decide price 【Lecture】 How to decide price, 【Exercise】 Drafting of Pricing ▪ Decide place 【Lecture】 How to decide place 【Exercise】 Drafting of distribution root ▪ Decide promotion 【Lecture】 How to promote (check points aid supporters tend to fail) 【Exercise】 Drafting of promotion	Exercise (Formulating market strategy) Presentation Plenary discussion
13:30—16:30	Marketing strategy planning for local Honey product Summary	Synthesizing exercises Group work Plenary discussion

Purposes of this session

- (1) To learn basic knowledge of marketing
- (2) To utilize the above knowledge and enhance an ability to think a specific measure
- (3) To brush up a skill to apply the knowledge for a situation in a developing country
- (4) To go through a creative teamwork process through making ideas and specific measures by a team