2023 AOTS Online Program [ORAF01] Collaborated by Maruti Suzuki India Limited

Introduction to Digital Marketing Thu 14 Sep. 2023 4:00-7:00PM (Japan Time)

*Participant Limit300 ppl*Online ToolZoom Webinar*LanguageJapanese with English Translation*FeeFREE
Subsidized by the Japanese
Government

CONTENTS

- Features of Marketing and Digital Marketing
 Targeting the customer and customer journey for marketing design to effectively increase sales
- Site access analysis to improve Cost-Benefit Performance





Managers and engineers in marketing and sales departments of automotive industry companies and distributors in African countries*.

* Only ODA recipient countries

INQUIRY TO

Mr. Yoshinori Kobayashi Gakumaru-kun Co. President and Representative Director

After completing his graduate studies at Niigata University in 1998, he has worked for several large companies, ventures, and start-ups, including Dai Nippon Printing, Benesse Corporation, and Livedoor. Consistently engaged in Internet business production, he obtained "Certified Scrum Master (CSM)" in 2014, and has been a lecturer at Tokyo College of Business and Languages since 2022.







(Japan Time)



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APPLICATION DEADLINE

8 Aug. 2023

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