

特別講義

明治大学 国際交流基金事業 「研究者交流支援制度」

Marketing: What it was, what it became and what it should be.
The glue that holds society and the economy together.

2025年5月12日 月 1限
9:00~10:40

明治大学 和泉キャンパス ラーニングスクエア LS202A教室

講演詳細（使用言語：英語 逐次通訳：あり）

The practice of marketing is as old as humanity. The academic study of marketing, as a distinct discipline, is relatively recent. The first American papers on marketing appear between 1880s and 1912, depending on your definition of marketing. There is clearly earlier academic study, particularly in Germany, of relevance to marketing practice.

Early definitions of marketing focused on getting goods to market. Marketing later expanded its coverage to include retailing, advertising, sales, product design, etc.. Recently distribution, under the title of logistics, has frequently been studied and taught in its own department, removed from marketing.

Advertising, sales, online platforms offering manipulative techniques to increase sales have become associated with marketing, in the minds of many citizens. The word marketing has become synonymous with deception or spin in many countries, as the discipline of marketing has failed to protect itself.

At the center of marketing is differentiation, making an offering that is different to existing offerings.

There are numerous examples of rule breaking success in marketing. Following the rules of others puts us on the path to commodity markets, with undifferentiated products and price clearing the market.

Marketing is a synthetic discipline with a rich history and much to contribute to business, societal and environmental success. Marketing and markets are part of the provisioning systems that allow us to specialize, seek mastery and have high quality of life (and standard of living).

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