

☆ APU Business Lecture Series in Tokyo -Vol. II (September)☆

Date: September 13, 2014

Time:14:00.-17:30

Venue: Wasedajyuku, Osaki,Shinagawa School,1-5-11 Osaki,

URL: http://www.wasedajuku.com/school/school_list/osaki/index.php

Instructor: **Prof. Alcantara Lailani L.**

<http://www.apu.ac.jp/home/faculty/index.php?page=article&storyid=169&lang=english>

Staying competitive is getting tougher these days. APU invites you to take up the challenge by participating in APU Business Lecture Series. As a part of this series, I will deliver a lecture on Marketing Strategy followed by cases and discussions this summer. I am very pleased to be part of this event. Let this event spur you to greater effort. See you soon!



Language: English

Contents and schedule

Theme: Marketing Strategy and Cases

13:30 Open

14:00-15:30 Lecture

15:30-15:45 Networking

15:45-17:00 Case study and discussions

*Call for presenters. If you wish to present a case, please briefly write an abstract.

17:00-17:30 Networking

Entry: Free

Seating capacity: 40

*Your friends or colleagues are welcome to join. Early reservation is recommended.

Please register via the following website.

<https://survey1.apu.ac.jp/limesurvey/index.php/survey/index/sid/945564/lang/en>

Contact : kio21548@apu.ac.jp ITO Kenji(Mr.), Office of the President, APU