

DUE
10/1
 (TUE)

2019 University Wide Courses for Graduate Students [3T Wed 14:35-17:50] "Innovation Practice" Registration OPEN!

Note: Common Graduate Courses for doctorate students at Graduate School of Integrated Sciences for Life and Graduate School of Biomedical & Health Sciences

SNS
 Website
 Sales
Log
 Clients' Voices

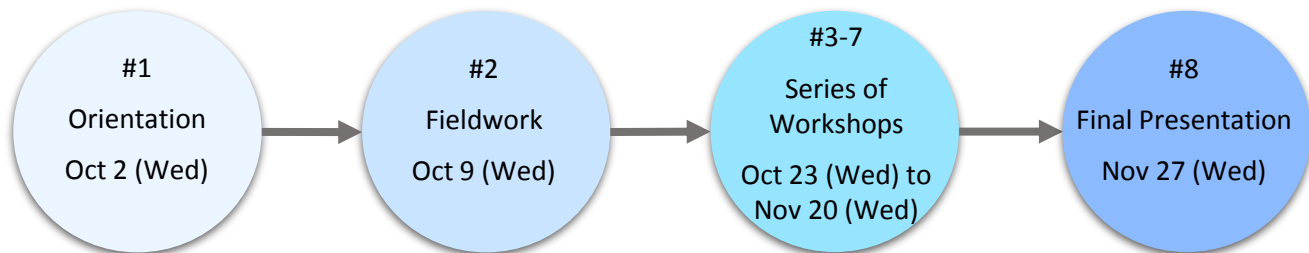
Leverage your analytical skills developed through research

Learn new tools & techniques

Analyze the real data in the industry

to propose **YOUR** marketing strategy!!

This workshop provides you practical opportunities to work with different levels of young researchers from diversified fields as well as representatives from the industry to tackle real challenges in the society. Register now to develop your creativity, communication and analytical skills!!



What to Learn?

- ✓ **Real marketing** with text mining, web-comparison, web analytics, etc., on **the live data in the industry.**
- ✓ **Realize real needs of the local industry**, through fieldwork and interaction with employees.

Expected Outcome?

- ✓ You'll start to see your research/ projects from different views and incorporate new ideas
- ✓ You'll understand how your research experience can be leveraged to tackle challenges in the society.

~ Voices from the Past Workshop Participants ~



"It was **valuable** opportunity to **find solution** together with participants from industry as well as young researchers from **diversified** backgrounds. (M2/IDEC)

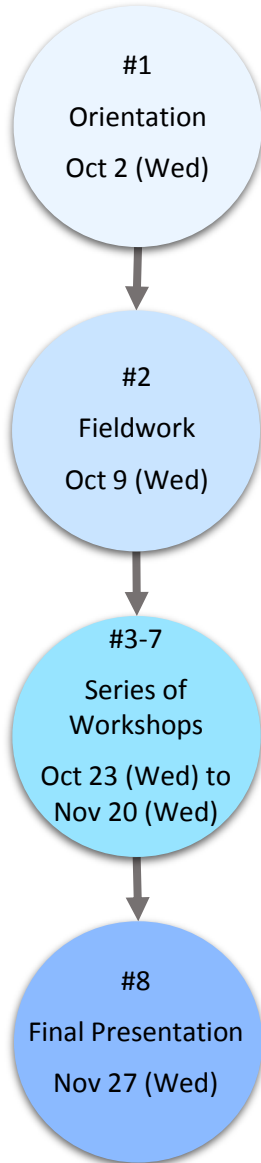


"I've learned the **tools to shift our views** and the **methods to get rid of stereotypes**, which can be leveraged into my **research** and future **jobs**. (PD/ENG)

Facilitators from Hiroshima University	Emi Makino Yumi Hoshino Dai Akase Toshiyuki Misu	Associate Professor, Industry-Academia-Collaborative Center Assistant Professor, Graduate School of Integrated Sciences for Life Assistant Professor, Global Career Design Center Professor, Deputy Chief of Global Career Design Center
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Program Description

Note: Subject to change depending on the progress/direction of the class



- Introduction (Overview, Evaluation, Reporting Requirement, etc.)
- Icebreaking (including self-introduction)
- Presentation by the proposing company
- Briefing of the data provided by the proposing company
- About fieldwork
- Reception (including tasting of major products of the company)

14 : 30	Meeting at Higashi-Hiroshima Campus
15 : 30—16 : 30	Factory Tour at Hirotoku Co. Ltd.
16 : 30—17 : 30	Interview to employees, Assignment, Survey
17 : 30—18 : 30	Back to Higashi-Hiroshima Campus

(Detailed time schedule is subject to change.)

- Announcement of grouping
- Introduction of ideation tools (Business Model Canvas, Value Proposition Canvas, etc.)
- Explanation of analytical tools (Excel Correlation, Regression Analysis, Text Mining from newspapers, etc.)
- Starting analysis based on hypothesis
- Case Studies for Verification (Landing Page, AB Test, SNS Survey, Persona Analysis, etc.)
- Effective Presentation
- Q&A session with the proposing company

- Final Presentation (open to be public)
 Group presentation of marketing plans/proposals based on the data analysis
- Reception

Proposing Company

Hirotoku Co., Ltd. : Established in 1942, producing "tsukudani", simmered seaweed/seafood. As one of the longevity companies, it's been loved by the region ever since. **【Official Website : <http://www.hirotoku.co.jp/>】**

Registration

Deadline: October 1, 2019 (Tue)

- For those enrolled at Hiroshima University, find "Innovation Practice" in My Momiji to register.
- For those other than the above, send an e-mail with title "Request for Registration to Innovation Practice 2019" and fill in the following in the contents: 1. University/School/Field, 2. School Year, 3. Name, 4. Phone #, to HIRAKU Operating Council office (hiraku@hiroshima-u.ac.jp)

Pre-Assignment

We are planning to have a self-introduction session at the orientation session on October 2. Please prepare one-minute speech to introduce yourself, including your major/research fields.