



Akita International University



San Francisco State University

AIU-SFSU Joint PBL Program 2013

Marketing and Branding in Tourism



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AIU Instructor Agata, Masahiko, Prof. Global Business

Students 8 (Junior – Senior)

SFSU Instructor Ahrens, Jan, Dr., Marketing

Students 6 (Junior – Senior)



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Duration : June 28 – August 9

San Francisco Segment (3 weeks net)

June 28 (AIU students arrive)

- July 18 (all students depart for Japan)

Akita Segment (3 weeks net)

July 19 (all students arrive)

- August 9 (SFSU students depart Akita)



Selection of the Subject - from AIU perspective

- **Global Business, the host of the program at AIU.**
- **AIU to show its cooperation with the prefecture, Akita, where tourism promotion is one of the top policy agenda.**
- **The timing of the Akita Segment coincided with the period in which major tourism attraction events were planned.**
- **An external specialist on tourism was available for help.**



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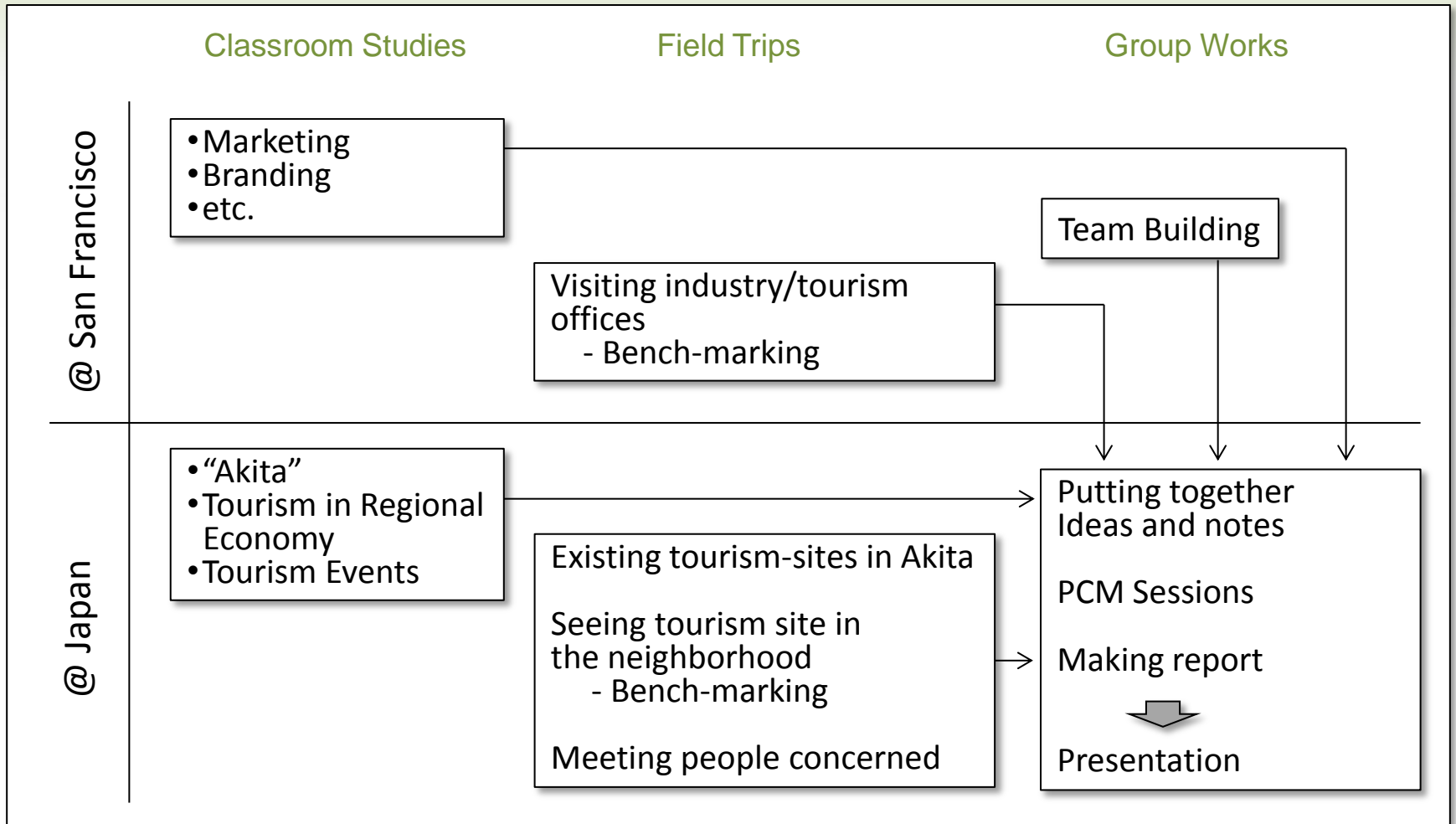
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Selection of the Subject - from SFSU perspective

- **Internet and Social Media Marketing suggested as useful element by Dr. Ahrens.**



Course Framework





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Project's big subject was given to students.

Basic subjects were lectured.

Instructors pre-arranged basic visits.

Instructors and advisors kept beside students.

Autonomous progress of project led by students.

- Leader for each group of AIU/SFSU elected.**
- The two leaders to coordinate between them in mobilizing all members.**



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Lectures and Workshops Offered

Subject	Category	@
Brand Management - Brand Identity	Brdg	SFSU
Brand Management - Brand Associations	Brdg	
Brand Management - Brand Equity	Brdg	
Social Networking Sites – Facebook & Pinterest for the U.S., mixi for Japan	Mktg	
Marketing via Blogs	Mktg	
Microblogging (Twitter)	Mktg	
Video Marketing (YouTube)	Mktg	
Print and Take One Pamphlet Marketing	Mktg	
Online Advertising	Mktg	
Outdoor Advertising	Mktg	



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Lectures and Workshops Offered – cont.

Subject	Category	@
Email Marketing	Mktg	SFSU
Websites	Mktg	
Japanese Business Culture	General	
Akita - History and Culture	Akita	AIU
Tourism Policy of Akita	Akita	
Tourism – Overview	Tourism	
Basics of Project Formulation	Project	
Mission, Vision, Strategy	Project	
Project Cycle Management (PCM) *	Project	

* A project analysis method.



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Visits and Meetings

Subject	Category	@
San Jose Giants baseball team/stadium	FT	San Jose
Golden Gates Parks Conservatory at Lands End and Golden Gate Park	FT	SF
Japantown	FT	SF
Map2Apps	Industry	SF
Twitter	Industry	SF
Napa Winery (Kenzo Estate)	Industry	Napa
Museums	FT	SF
Tsuchizaki Harbor Festival	FT	Akita
Akita Prefectural Gov't – Deputy Governor	Meetg	Akita
Akita Prefectural Gov't – Dept. of Tourism	Meetg	Akita



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Visits and Meetings – cont.

Subject	Category	@
Tourism spots in City of Akita	FT	Akita
Tourism spots in suburban Akita	FT	Akita
Kodama “sake” brewery	Industry	Akita
Museums	FT	Akita
Sansa Festival	FT	Morioka
Tsunagi Hotspring (hotspring and ryokan)	FT	Morioka
Lake Tazawa, Kakunodate City	FT	Morioka /Akita
Kanto Festival	FT	Akita
Team work sessions (incl. street interviews)	Project	AIU, etc.
PCM* Analysis Session	Project	AIU



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Project - Final Presentation

Date: August 8 13:30 – 15:20

Place: @ AIU Auditorium

Audience Tourism-related industry representatives
AIU faculty / students
AIU staff
Local newspaper journalist



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Part 2 Implementation Review



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What Went Well

- 1. Initial Educational Intentions in PBL**
 - To tackle and find resolutions of the project subject for and by students
 - To learn how to work together with different personality styles (intra-culture) and cultures (across cultures and personalities)
- 2. Learning of the Subject**
 - Basics of marketing and branding (*undergrad. level*)
 - Use of social media in marketing and branding (*undergrad. level*)
 - Basics of tourism (general concept)
 - Methodical approaches in project execution



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What Went Well

3. Care and share with the others (faculty-level)



What Didn't Go Well / What Took Extra Efforts

Logistical areas

- 1) Adaptation to MEXT/Akita Pref. Gov't. rules
- applications of subsidy funds, accounting**
- 2) Logistical support for activities in SF
(transportation, payments, etc.)**
- 3) Dual channels of communications between AIU & SFSU
(PBL-specific and Study Abroad)**



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Areas of Future Improvement

Organizational approach than faculty-dependent

- Contract between AIU & SFSU under which SFSU undertakes full arrangements, including temporary payments, for activities in SF.**



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“Great to have done this with Jan.” *(M. Agata)*

“Loved working with Masahiko.” *(J. Ahrens)*

**... overcoming the “tyranny of distance”
across the Pacific.**

**Good many learnings for students
but very high cost for limited number of students.**

End – Part 2



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Record Booklet

Now in preparation.

Should be available in late March – April.

End



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Sharing

Post-course Assessment

On the syllabus

Marketing and brand-oriented studies	40%
Recommendations of marketing Akita tourism	40%
Assessment by peers	20%



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Sharing : Post-course Assessment

Actual

Instructors' evaluating criteria

Instructor – SFSU	Instructor – AIU
Attendance	Attendance
Presenting	Attitude to learn
Pinterest	Proactiveness in group work
Mobile App	
Twitter	Flexibility
YouTube	
Facebook	



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Sharing : Post-course Assessment

Actual

**Students'
peer-to-peer
evaluation
criteria**

Students
Communication with other members
Proactiveness
Reliability
Contribution to team work
Integrity



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Sharing : Post-course Assessment

Result

Name	SF 40%	AKT 40%	PEER 20%	Total	Grade	Grade Point
John	95.0	97.0	96.9	96.2	A(Excellent)	4.00
Taro	95.0	89.0	89.5	91.5	A-	3.70
Mary	97.0	96.0	95.4	96.3	A(Excellent)	4.00
Ichiro	98.0	97.0	93.8	96.8	A(Excellent)	4.00
Elizabeth	95.0	94.0	93.5	94.3	A-	3.70

Highest	99.0	100.0	98.2	98.0		
Lowest	95.0	89.0	89.5	91.5		
Average	96.7	95.4	94.4	95.7		