

2022 AOTS Online Program [OROP01]

Introduction to Digital Marketing -Sales growth by identifying customer needs-

Organized by The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS)
Collaborated by AOTS Alumni Societies

BACKGROUND

The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) is an organization for human resources development mainly in overseas countries to promote technical cooperation through training, experts dispatch and other programs. Through those programs, we aim at contributing to the mutual economic growth of developing countries and Japan as well as enhancing friendly relations among those countries.

The AOTS Online Program " Introduction to Digital Marketing -Sales growth by identifying customer needs- " is an online program aimed mainly at business owners and executives in developing countries, mid- to senior-level managers, persons in charge of marketing-related tasks, or persons interested in digital marketing.

OUTLINE

The goal of this course is to learn about digital marketing- from theory to data analysis, marketing techniques, and the latest case studies in Japan, and to gain insight into the means to attract more customers and to improve the efficiency in purchasing products.

OBJECTIVES

This course is designed to enable business owners, executives, mid- to senior-level managers, and those in charge of marketing-related tasks at companies and other organizations to achieve the following objectives

- 1) Understand the differences and characteristics between marketing and digital marketing.
- 2) Understand the individualized approach necessary towards the target customers to effectively increase sales.
- 3) Understand the target customer needs through site access analysis and learn marketing techniques for each customer based on data.
- 4) Gain insight into how to improve sales through the use of digital marketing by examining successful cases in Japan.

DATE AND TIME

Tuesday, 21, February 2023, 5:00PM-8:00PM (JST)

*Please check the webinar start time in your country with **[Table 1] TIME DIFFERENCE WITH JAPAN IN THE TARGET ZONE** or ask it to the AOTS Alumni Society in the leaflet.

TARGET COUNTRIES

All developing countries

*Please refer to **[Table 2] LIST OF TARGET COUNTRIES** for details.

NUMBER OF PARTICIPANTS

150 participants

TARGET PARTICIPANTS

In principle, business owners, executives, mid- to senior-level managers, persons in charge of marketing-related tasks, or persons interested in digital marketing in developing countries, etc.

[Basic Requirements for Participants]

In order to participate in this program, the following conditions must be satisfied, in addition to the work experience and position requirements specified for each program.

- a) Participants should live and work in target countries. Japanese is NOT applicable.
- b) Participants should belong to either a corporation or an organization.
- c) Participants should be 20 years old and over.
- d) Participants should have enough English language ability so as to be able to understand the program content.
- e) Participants should not be armed forces personnel.
- f) Participants should not be students.

Notes:

- 1) In the case of applications from a company with capital from a developed country other than Japan, the priority for selection becomes lower.
- 2) This training is mainly aimed at the people working in the companies/organizations in the private sector, so those who belong to national or local government agencies are not eligible to participate.

THEME OF THE PROGRAM

- (1) Characteristics of marketing and digital marketing
- (2) Individualized approach necessary towards the target customers to effectively increase sales
- (3) Site access analysis for understanding needs and marketing techniques based on data
- (4) Latest digital marketing examples in Japan

LECTURER



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. He has written a book about his experience at Livedoor, "Even if the president is arrested and the company is delisted, the company will not collapse and the intention will continue."

LANGUAGE

This program will be conducted in **English**. The lecture materials will also be in **English**.

PARTICIPATION FEE

Free of charge.

This program will be implemented with the subsidy from the Japanese Government and sponsored by **AOTS Alumni Societies**.

HOW TO APPLY

We accept applications from the AOTS Alumni Societies exclusively. Please contact the AOTS Alumni Societies in your area to apply for this program. Application form is available at the AOTS Alumni Societies.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>.

E-mail the application form to the person in charge of the AOTS Alumni Society in your area by the application deadline. After the deadline of AOTS Japan, AOTS will screen the applicants and select the participants, who will be notified from the AOTS Alumni Society by email.

The screening is conducted based on a comprehensive evaluation as well as described eligible requirements. Please note that you may not be able to participate in this program depending on the number of applications received.

APPLICATION DEADLINE

Sunday, 12 February 2023 (JST)

*After the deadline, the applicants will be notified as to whether you are accepted or not by e-mail from the Alumni Society in your area.

ONLINE TOOL

Zoom Webinar

*When selected as a participant, you will receive a link to join the program from Zoom, approximately one week before the program day. On the day of the program, please click on this link to join the webinar.

*If you do not receive an email, please contact AOTS Alumni Society/Association you applied for.

NOTES

Please read the following notes before applying for this program. By applying for the program, you agree to the following terms and conditions.

- ◇ Do not transfer the seminar connection information (meeting link/number/password) given to the participants, to others without permission.
- ◇ This program will be conducted using the external service "Zoom". Participants are required to prepare the necessary equipment for attending the seminar, such as a computer, webcam, and microphone, and to confirm that the communication environment does not interfere with participating this program before the program started. The participant shall prepare and maintain the equipment and communication environment necessary to receive training at their own expense and responsibility.
- ◇ The personal information provided by the participant may be provided to the persons involved in the implementation of the program, such as lecturers and interpreters, based on the participant's consent. In addition, the registration information and other information and data provided may be used at the discretion of AOTS for the purpose of providing and operating training, improving and enhancing training content, publicizing other training programs and conducting surveys, or may be made public as statistical information in a form that does not identify individuals.
- ◇ The participants are requested to cooperate for a survey conducted by AOTS.
- ◇ Unauthorized reproduction, editing, modification, distribution or reprinting of handouts, or filming or recording of lecture content is strictly prohibited. Participants are asked to make a pledge not to commit any violation.
- ◇ In the event of an unavoidable accident (war, riot, labor dispute, earthquake, storm, fire, flood, epidemic, etc.) or network / equipment trouble, AOTS may cancel the implementation of the program. AOTS will not be held responsible if it becomes difficult for participants to participate in or continue to participate in the program due to an unavoidable accident or network/equipment trouble.

INQUIRY

The Association for Overseas Technical Cooperation and Sustainable Partnership
Overseas Cooperation Group

30-1, Senju Azuma 1-chome, Adachi-ku, Tokyo 120-8534, JAPAN

Tel : +81-3-3888-8256

Fax : +81-3-3888-8242

E-mail: webinar-kaikyo@aots.jp

[Table 1] TIME DIFFERENCE WITH JAPAN IN THE TARGET ZONE
(Only countries with AOTS Alumni Societies are listed.)

Country (Region)	Time difference with JST () indicates the time difference during daylight savings time.
Mongolia (Ulaanbaatar)	JST - 01:00
Malaysia	JST - 01:00
Philippines	JST - 01:00
Cambodia	JST - 02:00
Indonesia (Jakarta)	JST - 02:00
Thailand	JST - 02:00
Viet Nam	JST - 02:00
Myanmar	JST - 02:30
Bangladesh	JST - 03:00
Nepal	JST - 03:15
India	JST - 03:30
Sri Lanka	JST - 03:30
Pakistan	JST - 04:00
Iran	JST - 05:30 (JST- 4:30)
Georgia	JST - 05:00
Tanzania	JST - 06:00
Ethiopia	JST - 06:00
Kenya	JST - 06:00
Sudan	JST - 06:00
Turkey	JST - 06:00
Egypt	JST - 07:00
Zambia	JST - 07:00
South Africa	JST - 07:00
North Macedonia	JST - 08:00 (JST - 07:00)
Cameroon	JST - 08:00
Nigeria	JST - 08:00
Ghana	JST - 09:00
Argentina	JST - 12:00
Brazil (Sao Paulo, Rio de Janeiro)	JST - 12:00 (JST - 11:00)
Bolivia	JST - 13:00
Paraguay	JST - 13:00 (JST - 12:00)
Venezuela	JST - 13:00
Peru	JST - 14:00
Mexico (Mexico City, Monterrey)	JST - 15:00 (JST - 14:00)

[Table 2] LIST OF TARGET COUNTRIES

Applicants should be residing in the following countries.

Asia (24)	Oceania (14)	Middle East (9)	Europe (10)
Afghanistan	Fiji	Armenia	Albania
Bangladesh	Kiribati	Azerbaijan	Belarus
Bhutan	Marshall Islands	Georgia	Bosnia and Herzegovina
Cambodia	Micronesia	Iraq	Kosovo
India	Nauru	Jordan	Moldova
Indonesia	Niue	Lebanon	Montenegro
Iran*	Papua New Guinea	Palestine	North Macedonia
Kazakhstan	Samoa	Syria	Serbia
Kyrgyzstan	Solomon Islands	Yemen	Turkey
Laos	Tokelau		Ukraine
Malaysia	Tonga		
Maldives	Tuvalu		
Mongolia	Vanuatu		
Myanmar	Wallis and Futuna		
Nepal			
Pakistan			
Philippines			
Sri Lanka			
Tajikistan			
Thailand			
Timor-Leste			
Turkmenistan			
Uzbekistan			
Viet Nam			

Africa (54)		Latin America (27)	
Algeria	Liberia	Argentina	Haiti
Angola	Libya	Belize	Honduras
Benin	Madagascar	Bolivia	Jamaica
Botswana	Malawi	Brazil	Mexico
Burkina Faso	Mali	Colombia	Montserrat
Burundi	Mauritania	Costa Rica	Nicaragua
Cabo Verde	Mauritius	Cuba	Panama
Cameroon	Morocco	Dominica	Paraguay
Central African Rep.	Mozambique	Dominican Republic	Peru
Chad	Namibia	Ecuador	St. Lucia
Comoros	Niger	El Salvador	St. Vincent and Grenadines
Congo	Nigeria	Grenada	Suriname
Congo, Dem. Rep.	Rwanda	Guatemala	Venezuela
Côte d'Ivoire	Sao Tome and Principe	Guyana	
Djibouti	Senegal		
Egypt	Sierra Leone		
Equatorial Guinea	Somalia		
Eritrea	South Africa		
Eswatini	South Sudan		
Ethiopia	St. Helena		
Gabon	Sudan		
Gambia	Tanzania		
Ghana	Togo		
Guinea	Tunisia		
Guinea-Bissau	Uganda		
Kenya	Zambia		
Lesotho	Zimbabwe		

*Iran is a member of South Asia Federation of AOTS Alumni Societies (SAFAAS) and is classified as Asia not Middle East.

If no AOTS Alumni Society exists in your country (region), please apply through the AOTS Alumni Society in your nearest area.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>.

If you have any questions about contacting the AOTS Alumni Society, please contact below.

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