



Marketing Division

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Picture book sales promotion at events for young children



Shogakukan's correspondence courses Detective Conan Zemi



Shogakukan's infant classroom Dora Kids



Dora Kids Online



Business Planning Support Section

Supporting new company-wide projects from a marketing perspective, participating in Web 3.0 and new internal and external projects, and providing support to each business unit.

Publicity Section 1

We provide support for advertising activities centered on the B-to-C business for each service of the Media Business Division, and centralize information within ShoPro as a whole. Our goal is to improve the corporate image and contribute to the sales of each business division by linking a wide range of services.

Publicity Office Section 2

This section provides support for advertising activities in the education business, from strategic planning to improvement proposals, according to the objectives of the business units. We always set KPI (Key Performance Indicators) and work on verification and improvement with an awareness of the PDCA cycle (planning, doing, checking and acting).