



Business Development Division

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Education Content Development Office



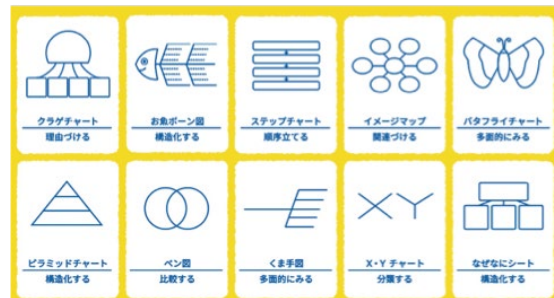
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Books Planned and produced by the Education Content Development Office



Shogakukan Thinking Skills Test and Advice Sheet



Thinking Master Tools



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Education Content Development Office

We develop unique educational contents mainly for infants and elementary school students.

For example, with the "Detective Conan Zemi" for elementary school students, we are responsible for developing a correspondence education course that delivers workbooks to homes and a "Nazotoki" course, which is a Digital Educational Content. We also produce the "Shogakukan Thinking Skills Test", which incorporates "Thinking Master Tools" to deepen and organize thinking and "Multiple Subject Questions", which consist of multiple subjects and assignments which are corrected after completion.

In addition, we are also developing new content through book production using our content production know-how, alliances with other companies, advisory services, and commissioned public projects, creating opportunities for "learning for the future" and "having fun while learning".

Our goal is to create content that allows people with different needs and targets to experience the education and entertainment that only ShoPro can provide.



Marketing Division

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Marketing Division

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).