

SYLLABUS

Date/Revision : May 23, 2015/August 15, 2017/SaP
Faculty : Business & Social Sciences
Study Program(s) : International Business Administration (IBA), Management (MGT/AVM), Hotel & Tourism Management (HTM), International Relations (INR)

SUBJECT: Marketing Management 1

1 Basic Information

1.01	Subject Name	Marketing Management 1
1.02	Semester	1
1.03	Level	1
1.04	SKS	2
1.05	Mandatory / Curriculum	F-02
1.06	Subject Code	MAM1
1.07	Subject Code	BSS-F-MAM1-1000
1.08	Year	2017 (1)
1.09	Quality Control	Final Test, OFSE, see evaluation
1.10	Limitations	Min 12 and Max 32 students in one class
1.11	Combined with	MGT 1, IBA 1, HTM 1, INR 1
1.12	Prerequisite	None
1.13	Responsible	Suhendin, MM, Widiyanto Wiratmoko, MM, Wulan, MBA & Dr. Samuel Prasetya
1.14	Revision	Aug 15, 2017/SaP

2 Description of Subject

In conjunction with Marketing Management 2, this course covers the following topics; Customer Value, Customer Relationships, Marketing Environment, Customer Insights, Buyer Behaviors (consumer market & business market), and Consumer-Driven Marketing Strategy

3 Objectives

- Overview on basic concepts and principles in marketing management
- Overview on customer value, customer relationships, marketing environment, customer insights, buyer behaviors and consumer-driven marketing strategy

4 Competency

After having the course, students are expected to have the ability to:

- Formulate the connections between marketing, marketing processes, marketplaces and consumers.
- Describe the core aspects on the importance of customer value, building customer relationships, analyzing the environment, consumer behavior, and customer-driven marketing strategy.
- Recognize the basics in designing customer-driven marketing strategy.
- Discuss critically the role of a marketer and the process of marketing design and planning.

5 Learning Approach / Methodology

- Lectures/Class contact (time-tabled) supplemented with interactive questions and answers;
- Tutorials/Class discussion/Group work: review of materials, revision, case studies and/or reports writing;
- Student Study Effort: homework/assignment, presentation, preparation for test/quizzes/examination.

6 Evaluation

5.1	Absence maximum	25%
5.2	Participation & Discussions	10 Points
5.3	Homework/Classwork & Quizzes	10 Points
5.4	Presentation/Simulation/Homework & Classwork	20 Points
5.5	Final Examination	60 Points
	Total	100 Points

7 Text Book and Reference

1	Main Text Book: Kotler, Phillip, and Gary Armstrong (2014), <i>Principles of Marketing</i> , 15 th Edition, Global Edition, Pearson Education Limited, Essex: UK. ISBN 978-0-273-78699-3
2	Supplement Textbooks: <ul style="list-style-type: none"> • Handouts • Journal articles

8 Content / Topics of Lecture

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Introduction session <ul style="list-style-type: none"> • Overview on the general marketing environment 	Chapter 1	Group formation Group Topic selections for Group writing

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
			project Suhendin, MM
2	Company and Marketing Strategy <ul style="list-style-type: none"> Building customer relationships Marketing mix 	Chapter 1-2	Suhendin, MM
3	Analyzing the marketing environment <ul style="list-style-type: none"> Micro & macro environment 	Chapter 3	Suhendin, MM
4	Evaluation on the previous discussions and chapters	Chapter 1-3	Quiz 1
5	Managing Marketing Information to Gain Customer Insights <ul style="list-style-type: none"> Marketing intelligence Marketing research 	Chapter 4	Widianto, MM
6	Consumer Markets and Consumer Buyer Behavior <ul style="list-style-type: none"> Model consumer behavior Types of buying decision behavior Buyer decision process 	Chapter 5	Widianto, MM
7	Business Markets & Business Buyer Behavior <ul style="list-style-type: none"> Business buyer behavior Institutional and Government markets 	Chapter 6	Quiz 2 Widianto, MM
8	Semester Break		
9	Customer-Driven Marketing Strategy <ul style="list-style-type: none"> Creating Value for Target Customers Marketing segmentation Market targeting Differentiation and Positioning 	Chapter 7	Widianto, MM
10	Products, Services, and Brands: <ul style="list-style-type: none"> Building customer value Service decision 	Chapter 8	Widianto, MM
11	New Product Development and Product Life-Cycle Strategies <ul style="list-style-type: none"> Product development process Product life-cycle strategies Product and service consideration 	Chapter 9	Widianto, MM
12	Evaluation on the previous discussions and chapters	Chapter 4-9	Widianto, MM
13	Review and Presentation	Chapter 1-9	Dr. Samuel Prasetya
14	Review and Presentation	Chapter 1-9	Dr. Samuel Prasetya
15	Review and Presentation	Chapter 1-9	Dr. Samuel Prasetya
16	Silent Break		
17/18	Final Examination	Chapter 1-9	Suhendin, MM & Dr. Samuel Prasetya