

SYLLABUS

Date / Revision 25 Jan 2017 / 20 Aug 2017 / PP
Faculty Business and Social Sciences
Study Programs IBA/MGT - INE

SUBJECT: Principles of Marketing Management 2

1 Basic Information

1.01	Subject Name	Principles of Marketing Management 2
1.02	Semester	2
1.03	Level	1
1.04	SKS	2
1.05	Mandatory / Curriculum	D-02
1.06	Subject Code	MKTG-1010
1.07	Subject Code	
1.08	Year	2017 (7)
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	01:AVI; 02:INE4
1.12	Perquisite	None
1.13	Responsible	Dr. Samuel Prasetya
1.14	Revision	20-08-2017/pp

2 Description of Subject

The main topics to be covered are:

- Customer Value
- Pricing
- Marketing channels
- Advertising and public relations
- Personal selling and sales promotion
- Direct and online marketing

3 Objectives

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

4 Competency

After having the course, students are expected to:

- At the end of the course students will have an overview on the marketing, marketing processes, marketplaces and consumers.
- After completing the course, students will be able to describe the core aspects on the importance of customer value, building customer relationships, analyzing the environment, consumer behavior, and customer-driven marketing strategy.
- Through the successful participation in this course students are able to recognize the basics in designing customer-driven marketing strategy.
- Students are also able to 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;
- Discuss and describe the solution of the problem in the company;
- Tutorial/Laboratory/Practice Classes: preview of materials, revision and/or reports writing;
- Student Study Effort: homework/assignment; preparation for test/quizzes/ examination.

6 Evaluation

5.1	Absence maximum	25%
5.2	Participation in Discussion	05 Points
5.3	Homework / Classwork	05 Points
5.4	Presentation /Simulation	10 Points
5.5	Daily Quiz	20 Points
5.6	Final Examination	60 Points
	Total	100 Points

7 Text Book and Reference

1	Main Text Book: Kotler, Phillip, and Gary Armstrong (2014), Principles of Marketing, 15th Edition, Global Edition, Pearson Education Limited, Essex: UK. ISBN 978-0-273-78699-3
2	Supplement Textbooks: Hand-outs Journal articles

8 Content / Topics of Lecture

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Pricing understanding and capturing customer value <ul style="list-style-type: none"> Major pricing strategies New-product pricing strategies Price adjustment strategies 	Ch. 10, 11	Individual writing project
2	Marketing channels: delivering customer value <ul style="list-style-type: none"> Supply chains and the value delivery network Channel behavior and organization Channel design decisions Channel management decision Marketing logistics and supply chain management 	Ch. 12	
3	Retailing and wholesaling <ul style="list-style-type: none"> Retailing marketing decision Wholesaling marketing decision Trend and development 	Ch. 13	Draft I
4	Evaluation on the previous discussions & chapters		Quiz I
5	Communicating customer value: integrated marketing communications strategy <ul style="list-style-type: none"> Integrated marketing communications Steps in developing effective marketing communication Socially responsible marketing communication 	Ch. 14	
6	Advertising and public relations <ul style="list-style-type: none"> Advertising Developing advertising strategy Public relations Major public relations tools 	Ch. 15	Draft II
7	Personal selling and sales promotion <ul style="list-style-type: none"> Managing the sales force The personal selling process Sales promotion 	Ch. 16	
8	Semester Break		
9	Direct and online marketing: building direct customer relationships <ul style="list-style-type: none"> Customer databases and direct marketing Online marketing Public policy issues in direct marketing 	Ch. 17	Draft III Yuniati Fransisca, MM
10	Direct and online marketing: building direct customer relationships	Ch. 17	Draft III

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> Customer databases and direct marketing Online marketing Public policy issues in direct marketing 		
11	Creating competitive advantage <ul style="list-style-type: none"> Competitor analysis Competitive strategies Balancing customer and competitor orientations 	Ch. 18	
12	Evaluation on the previous discussions & chapters		Quiz II
13	The global marketplace <ul style="list-style-type: none"> Deciding how to enter the market Deciding on the global marketing program Deciding on the global marketing organization 	Ch. 19	Draft IV
14	Sustainable marketing: Social responsibility and ethics <ul style="list-style-type: none"> Social criticisms of marketing Consumer actions to promote sustainable marketing Business actions toward sustainable marketing 	Ch. 20	
15	Evaluation on the previous discussions & chapters		Quiz III Presentation
16	Semester Break		
17-18	Final Examination	Ch. 10-20	Final Draft