

SYLLABUS

Date/Revision August 15, 2017

Faculty Business and Social Sciences

Approval Dr. Samuel Prasetya/Dr. Tutuko Prajogo

SUBJECT: MARKETING MANAGEMENT 1

1. Identification of Subject:

Name of Subject : Marketing Management 1

Code of Subject : MAM1-1000

SKS/ECTS : 2/3 Semester : 1

Study Program : B-MGT/B-IBA/B-HTM/B-INR

Lecturer : Suhendin, MM, Widianto Wiratmoko, MM & Dr. Samuel Prasetya

2. Competency (Learning Outcome)

- 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.

3. Description of Subject:

The main topics to be covered are:

- Customer Value
- Customer Relationships
- Marketing Environment
- Customer Insights
- Buyer Behaviors (consumer market & business market)
- Consumer-Driven Marketing Strategy

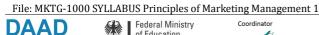
4. Learning Approach

Approach : Combination of Expository - inquiry and colaborative

Method : Discussions, questions/answers, sample problems/cases, group works

Student Task : Home work, presentation

Media : LCD projector









5. Evaluation

Maximum absences : 25% Projects (individual & group) 20 points Presentation 10 points Quizzes 10 points **Final Examination** 60 points 100 points Total :

6. Contents/Topics of Lecturing

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Introduction session • Overview on the general marketing environment	Chapter 1	Group formation
			Group Topic selections for Group writing project
			Suhendin, MM
2	Company and Marketing StrategyBuilding customer relationshipsMarketing mix	Chapter 1-2	Suhendin, MM
3	Analyzing the marketing environment 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 Marketing intelligence Marketing research 	Chapter 4	Widianto, MM
6	 Consumer Markets and Consumer Buyer Behavior Model consumer behavior Types of buying decision behavior Buyer decision process 	Chapter 5	Widianto, MM
7	Business Markets & Business Buyer Behavior Business buyer behavior Institutional and Government markets	Chapter 6	Quiz 2 Widianto, MM
8	Semester Break		
9	Customer-Driven Marketing Strategy	Chapter 7	Widianto,









Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	Creating Value for Target Customers		MM
	Marketing segmentation		
	Market targeting		
	Differentiation and Positioning		
10	Products, Services, and Brands:	Chapter 8	Widianto, MM
	Building customer value		
	Service decision		
11	New Product Development and Product Life-Cycle		
	Strategies	Chapter 9	Widianto,
	Product development process		MM
	Product life-cycle strategies		
	Product and service consideration		
12	Evaluation on the previous discussions and chapters	Chapter 4-9	Widianto, MM
4.2	De te and December to	Chapter 1-9	Dr. Samuel
13	Review and Presentation		Prasetya
14	Review and Presentation	Chapter 1-9	Dr. Samuel
	Neview and Presentation		Prasetya
15	Review and Presentation	Chapter 1-9	Dr. Samuel
			Prasetya
16/17	Final Examination	Chapter 1-9	Suhendin,
			MM & Dr.
			Samuel
			Prasetya

Book Reference: 7.

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





