
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, Widiyanto 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 collaborative
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
Total	: 100 points

6. Contents/Topics of Lecturing

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 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	Chapter 7	Widianto,

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> • Creating Value for Target Customers • Marketing segmentation • Market targeting • Differentiation and Positioning 		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
16/17	Final Examination	Chapter 1-9	Suhendin, MM & Dr. Samuel Prasetya

7. Book Reference:

- 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