
SYLLABUS

Date/Revision : August 19, 2015
Faculty : Business and Social Sciences
Approval : Dr. Samuel Prasetya/Dr. Tutuko Prajogo

SUBJECT : PRINCIPLES OF MARKETING MANAGEMENT 2

1. Identification of Subject:

Name of Subject : Principles of Marketing Management 2
Code of Subject : MKTG-1010
SKS/ECTS : 2/3
Semester : 2
Study Program : B-MGT/B-IBA
Lecturer :

- Dr. Samuel Prasetya
- MN. Wulan, MBA

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

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	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	Group formation Group Topic selections for Group 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 	Ch. 16	

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
	<ul style="list-style-type: none"> The personal selling process Sales promotion 		
8	Semester Break		
9	Evaluation on the previous discussions & chapters		Quiz II
10	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
11	Creating competitive advantage <ul style="list-style-type: none"> Competitor analysis Competitive strategies Balancing customer and competitor orientations 	Ch. 18	
12	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
13	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	
14	Evaluation on the previous discussions & chapters		Quiz III
15	Semester Break		
16	Final Examination	Ch. 10-20	Final Draft

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 References:**
 1. Hand-outs
 2. Journal articles