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## SYLLABUS

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**Date/ Revision**    April 10, 2017  
**Faculty**             Business and Social Sciences  
**Approval**            Dean of the Faculty of Business & Social Sciences

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### SUBJECT : SEMINAR IN MARKETING

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#### 1. Identification of Subject:

Name of Subject        : Seminar in Marketing  
Code of Subject        : SEMK-4000  
SKS/ECTS              : 3 SKS  
Semester                : 5/6/7/8  
Study Program         : B-AVM/B-IBA/B-MGT  
Lecturers               : Ir. Invanos Tertiana, MBA, Norman Yachya, MBA, Wulan, MBA,  
Mega Saffira, MA, Trisia Megawati, MSi, Timotius A. Rachmat, MM  
(Hos), Widya Granita, MM, Suhendin, MM & Dr. Samuel Prasetya

#### 2. Competency

After having the course, students are expected to:

- a) Describe the theories and concepts in marketing
- b) Explain the policies in marketing management and the corporate strategic in marketing
- c) Understand the marketing management practices.
- d) Present the empirical study about marketing management and discuss it scientifically
- e) Explain the relationship between marketing variables comprehensively
- f) Write articles in marketing management

#### 3. Description of Subject:

Designed around the marketing strategy process with a clear emphasis on analysis, planning, and implementation, this course discusses the concepts and processes for gaining a competitive advantage in the marketplace. Seminar in Marketing is considered from a total business perspective, examining marketing strategy beyond the traditional emphasis on marketing functions.

#### 4. Learning Approach

Approach                : Combination of expository - inquiry and collaborative  
Method                  : Discussions, questions/answers, sample problems/cases  
Student Task            : Quizzes and group projects  
Media                    : LCD projector

#### 5. Evaluation

- a) Non-attendance maximum    : 25%
- b) Homework/Projects            : 20 points
- c) Presentation, Simulation      : 10 points
- d) Quiz                              : 10 points

e) Final Examination : 60 points  
Total : 100 points

## 6. Contents/Topics of Lecturing:

| Week | Content / Topics of Lecturing  | Text Book Chapter | Remark   |
|------|--|-------------------|--|
| 1    | Introduction <ul style="list-style-type: none"> <li>Basic concept of marketing</li> <li>The scope of seminar in marketing</li> </ul>   | Chapter 1         | Dr. Samuel Prasetya  |
| 2    | Honesty and Marketing Ethics <ul style="list-style-type: none"> <li>Honesty and marketing ethics</li> <li>The application of honesty and marketing ethics</li> </ul>   | Chapter 2         | Find articles on this subject<br>Dr. I Made Artika             |
| 3    | CSR and Social Advertising/Unethical Advertising <ul style="list-style-type: none"> <li>CSR and social advertising/unethical advertising</li> <li>The application of CSR and social advertising/unethical advertising</li> </ul>   | Chapter 3         | Find articles on this subject<br>Trisia Megawati, MSi          |
| 4    | SEMINAR  |                   | Suhendin, MM   |
| 5    | Word of Mouth <ul style="list-style-type: none"> <li>Word of Mouth</li> <li>The application of word of mouth</li> </ul>  | Chapter 4         | Find articles on this subject<br>Timotius A. Rachmat, MM (Hos) |
| 6    | Service Quality: Empathy, Responsiveness, Assurance, and Reliability <ul style="list-style-type: none"> <li>Service Quality: Empathy, Responsiveness, Assurance, and Reliability</li> <li>The application of Service Quality: Empathy, Responsiveness, Assurance, and Reliability</li> </ul> | Chapter 5         | Find articles on this subject<br>Wulan, MBA                    |
| 7    | SEMINAR  |                   | Suhendin, MM   |
| 8    | <b>Semester Break: Only Make-Up Classes</b>  |                   |  |
| 9    | Switching Cost <ul style="list-style-type: none"> <li>Switching Cost</li> <li>The application of Switching Cost</li> </ul>   | Chapter 6         | Find articles on this subject<br>Ir. Invanos Tertiana, MBA     |
| 10   | Competition <ul style="list-style-type: none"> <li>Competition</li> <li>The dynamic concept of competition in business</li> </ul>  | Chapter 7         | Find articles on this subject<br>Mega Saffira, MA              |
| 11   | SEMINAR  |                   | Suhendin, MM   |

| Week | Content / Topics of Lecturing  | Text Book Chapter | Remark   |
|------|--|-------------------|--|
| 12   | The Role of Internet in Marketing <ul style="list-style-type: none"> <li>The Role of Internet in Marketing</li> <li>The new phenomena of using internet in marketing</li> </ul>                          | Chapter 8         | Find articles on this subject<br>Ir. Invanos Tertiana, MBA                                 |
| 13   | Product Innovation <ul style="list-style-type: none"> <li>The concept of product innovation</li> <li>The application of product innovation in business</li> </ul>  | Chapter 9         | Find articles on this subject<br>Norman Yachya, MBA  |
| 14   | SEMINAR  |                   | Suhendin, MM   |
| 15   | Customer Relationship Management (CRM) <ul style="list-style-type: none"> <li>Customer relationship management (CRM)</li> <li>The application of customer relationship management in business</li> </ul> | Chapter 10        | Find articles on this subject and submit the assignment on final exam<br>Widya Granita, MM |
| 16   | <b>Semester Break: Only Make-Up Classes</b>  |                   |  |
| 17   | <b>Final Examination</b>   |                   |  |

## 7. Book Reference:

### a) Main Textbook

David W. Cravens and Nigel F. Piercy, Strategic Marketing, 8<sup>th</sup> edition, McGraw-Hill New Jersey

### b) Supplement Articles

Various online journal articles