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## SYLLABUS

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**Date/ Revision**    April 17, 2017  
**Faculty**             Business and Social Sciences  
**Approval**            Dr. Samuel Prasetya

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### SUBJECT : PROJECT IN MARKETING

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#### 1. Identification of Subject:

Name of Subject    : Project in Marketing  
Code of Subject    : PRMK-4000  
SKS / ECTS         : 3 SKS  
Semester            : 8  
Study Program     : B-AVM/IBA/MGT  
Lecturer            : Team Teaching

#### 2. Competency

After having the course, students are expected to:

- a) Understand the various ways of scanning the environment and identifying business opportunities.
- b) Understand a laboratory for testing out ideas and assessing market potential.
- c) Understand the tools of marketing analysis.
- d) Understand the business planning process that will help to translate a good business idea into an actual start-up venture.

#### 3. Description of Subject:

The student learns to identify the needs of society, to actively seek answers to these needs in the form of new products or services, to quantify the risks of offering these products or services to the market, and to evaluate the resulting projects in terms of societal priorities and the well-being of the larger community. The student builds on the underlying principle that he should seek to generate a fair return by meeting the needs of his customers, rather than emphasizing purely on his own interests and concerns.

#### 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	
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
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
4	PROJECT		
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
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
7	PROJECT		
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
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
11	PROJECT		
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
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
14	PROJECT		
15	Customer Relationship Management (CRM) <ul style="list-style-type: none"> <li>Customer relationship management (CRM)</li> <li>The application of customer relationship</li> </ul>	Chapter 10	Find articles on this subject and submit

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
	management in business		the assignment on final exam
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