



UNIVERSITAS INDONESIA
FAKULTAS EKONOMI & BISNIS
DEPARTEMEN MANAJEMEN
PROGRAM STUDI S1 MANAJEMEN

SYLLABUS
MARKETING MANAGEMENT
ECMU 603005
ODD SEMESTER 2021-2022

Lecturers

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Subject Code	ECMU 603005
Subject Title	Marketing Management
Credit Value	3
Year/Semester	2/3
Day/Hour	Monday/ 08.00 – 10.30 (Regular Program) Friday / 08.00 - 10.30 (International Program) Monday/ 19.00-21.30 (Extension Program)
Subject Type	Degree program compulsory
Prerequisite/ Co-requisite/ Exclusion	Introduction to Business (MGMT11001) Management (MGMT11002)
Role and Purposes	<p>This course is the basic course of marketing major designed for second year students of Undergraduate Program in Management, Faculty of Economics and Business, Universitas Indonesia (FEB UI). The topics discussed in this course are: The definition of marketing, the understanding of marketing role in business, the analysis of marketing opportunities, individual and business consumers' behaviors, and the main elements of a marketing plan (market segments, target market, positioning, and marketing mix).</p> <p>This course aims to make students able to analyze the marketing concepts according to marketing theories and concepts of consumer products.</p>

<p>Subject Learning Outcomes</p>	<p>Subjects Objectives:</p> <ol style="list-style-type: none"> 1. Able to explain the basic concepts of marketing, the role and benefit of marketing for both consumers and companies, and the development of marketing. 2. Able to explain the process of marketing strategy planning. 3. Able to explain the elements of external and competitive environments particularly the ones relevant to marketing strategy planning. 4. Able to explain the marketing research process and its benefit for marketing strategy planning. 5. Able to explain factors influencing individual and business consumers' behaviors. 6. Able to explain ethics and regulations in marketing. 7. Able to explain the Customer Relationship Management (CRM) concept. 8. Able to explain Segmenting, Targeting and Positioning (STP) concepts. 9. Able to analyze the elements of marketing mix (product, price, place and promotion) of a product. <p>AACSB Learning Goal (LG) and Learning Objective (LO)</p> <ol style="list-style-type: none"> 1. LG: Global Awareness: Students demonstrate awareness of global societal environment - TLA LO: Students are able to demonstrate an adequate understanding of major issues in global society (LO3) <ol style="list-style-type: none"> a. Trait: Able to identify global factors in a business issue (T1) b. Trait: Able to identify the effects of global factors in a business issue (T2) 2. LG: Oral Communication: Students are able to demonstrate oral communication skill – TLA LO: Students are able to communicate clearly and concisely in presentation and discussion (LO4) <ol style="list-style-type: none"> a. Trait: Able to introduce their presentation in a clear and interesting way (T1) b. Trait: Able to deliver content with logical structure (T2) c. Trait: Able to organize their ideas in a presentation (T3) d. Trait: Able to use presentation techniques (body language, facial expression, etc) appropriately (T4) e. Trait: Able to develop and use visual aids or technology (T5) f. Trait: Able to manage their voice and pace appropriately (T6) g. Trait: Able to apply Audience Centered Approach in their presentations (T7) 3. LG: Written Communication: Students are able to demonstrate written communication skill - TLA LO: Students are able to write a clear and concise essay/report (LO5)
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	<ul style="list-style-type: none"> a. Trait: Able to develop topic/main idea/focus of the essay/report (T1) b. Trait: Able to organize ideas logically in paragraphs and connect them with effective transition (T2) c. Trait: Able to use good sentence structure (T3) d. Trait: Able to use appropriate language, correct spelling, and grammar (T4) e. Trait: Able to provide supporting ideas/reasoning/details relevant to the idea (T5) f. Trait: Able to use appropriate academic rules (referencing systems, etc) and format in writing essay/report (T6) g. Trait: Able to apply Audience Centered Approach in their writing assignments (T7) <p>4. LG: Critical Thinking: Students are able to demonstrate that they are critical thinkers - TLA</p> <p>LO: Students are able to argue and draw conclusion on an issue based on supportive evidence (LO6)</p> <ul style="list-style-type: none"> a. Trait: Able to demonstrate how to deliver key idea or point (T1) b. Trait: Able to demonstrate how to evaluate, analysis and compare alternative choices (T2) c. Trait: Able to demonstrate how to justify an argument or solution with supporting evidence/ relevant references (T3) d. Trait: Able to draw conclusion (T4) <p>5. LG: General Management Knowledge: Students are competent in basic theories of management – ASM</p> <p>LO: Students are able to demonstrate understanding in basic theories of marketing management (LO7)</p> <ul style="list-style-type: none"> a. Trait: Able to explain the concept of STP (segmentation, targeting, and positioning) (T6) b. Trait: Able to explain ethics and regulation in marketing (T5) c. Trait: Able to analyze the elements of marketing mix (product, price, place and promotion) of a product (T8)
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Subject Synopsis/ Indicative Syllabus	Week #	Topic	LO	References
	1	Create and Deliver Value <ul style="list-style-type: none"> • The definition of marketing • The evolution of marketing concept • The value of marketing and the marketing of value • Marketing as a process Syllabus explained in detail Groups formation		Ch 1 (SOL) Active lecturing
	2	Global, Ethical, and Sustainable Marketing <ul style="list-style-type: none"> • Marketing on the global stage • Understand international, regional, and country global trade controls • The external marketing environment • Global market entry strategies • Ethics in marketing planning • Sustainability 	LO7 (T2)	Ch 2 (SOL) Group Presentation & Discussion
	3	Strategic Market Planning <ul style="list-style-type: none"> • The three levels of business planning • Steps in strategic planning • Steps in marketing planning 	LO7 (T1)	Ch 3(SOL) Group Presentation & Discussion
	4	Market Research <ul style="list-style-type: none"> • Marketing information system • Customer insights and marketing • Steps in the market research process Marketing Analytics <ul style="list-style-type: none"> • Customer Relationship Management • Big Data 	LO7 (T4)	Ch 4 & 5 (SOL) Group Presentation
	5	Understand Consumer and Business Market <ul style="list-style-type: none"> • The consumer decision making process • Internal influences on consumers' decision • Situational and social influences on consumers' decisions • Business markets • Business buying situations and the business buying decision process 	LO7 (T6)	Ch 6 (SOL) Group Presentation & Discussion

	6	Segmentation, Target Marketing, and Positioning <ul style="list-style-type: none"> ● Target marketing ● Segmentation ● Targeting ● Positioning 		Ch 7 (SOL) Group Presentation & Discussion
	7	Guest Lectures (Details will be announced later)		
	MID TERM EXAMINATION (Questions will only cover T1, T2, T3, T4, T6 and T7)			
	8	Product Innovation and New Product Development <ul style="list-style-type: none"> ● Layers of the product concept ● Product classifications (Consumers and business) ● The process of innovation ● New product development Product Strategy, Branding and Product Management <ul style="list-style-type: none"> ● Product objectives and product strategy ● Product life cycle ● Branding and packaging ● Product management 	LO7 (T8)	
	9	Pricing Strategy <ul style="list-style-type: none"> ● Definition of price ● Costs, demand, revenue, and the pricing environment ● Pricing strategies and tactics ● Pricing and e-commerce ● Psychological, legal, and ethical aspects of pricing 	LO7 (T8)	Ch 10 (SOL) Group Presentation & Discussion
	10	Distribution Strategy <ul style="list-style-type: none"> ● Types of distribution channels and wholesale intermediaries ● Steps in developing a channel strategy ● Logistics and the supply chain 	LO7 (T8)	Ch 11 (SOL) Group Presentation & Discussion
	11	Deliver Goods and Services via Bricks and Clicks <ul style="list-style-type: none"> ● The definition and evolution of retailing ● Types of brick-and-mortar retailers ● E-commerce and other types of non-store retailers ● Services and other intangibles 	LO7 (T8)	Ch 12 (SOL) Group Presentation & Discussion
	12	Promotion I: Advertising and Sales Promotion <ul style="list-style-type: none"> ● Communication model, traditional promotion mix, mass and personal communication 	LO7 (T8)	Ch 13 (SOL)

		<ul style="list-style-type: none">● Overview of promotion planning● Advertising● Sales promotion		Group Presentation & Discussion					
	13	Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations <ul style="list-style-type: none">● Social media marketing● Direct marketing● Personal selling● Public relations	LO7 (T8)	Ch 14 (SOL) Group Presentation					
	14	Final Paper Presentation		Group Presentation					
Teaching/Learning Methodology	In this course, the teaching method is the student-centered learning (SCL) method, and will use active lecturing and group presentations.								
Assessment Method in Alignment with Intended Learning Outcomes									
	Description	(%)	LO3	LO4	LO5	LO6	LO7		
			T 1-2	T 1 - 7	T 1 - 7	T 1 - 4	T1-4 T6-T7	T5	T8
	Weekly presentation	15	v	v		v			
	Guest lecture summary	5							
	Quiz (Tutor)/Participation	10				v			
	Final Assignment Report (PPT) and Presentation	20		v	v	v			
	Mid Examination	25					100%		
	Final Examination	25							100%
Total	100								

<p>Details of learning methods</p>	<p>Throughout the course, students are obligated to do the assignments below:</p> <p>Group Assignments</p> <p>Group assignments comprise of weekly presentation and final paper and assignment. Final papers must be handed in a before session 13 on the dates specified in the syllabus/specified by the lecturers.</p> <p><u>A. Group Presentation:</u></p> <ul style="list-style-type: none"> ○ Weekly Presentation: Each group will present a certain topic as specified in the syllabus. ○ Final Project Presentation: Each group will present their findings from the marketing strategy analysis in the era of Covid 19 Outbreak (14th session). ○ Group presentations will be marked based on the following criteria: content (concise, coherent, comprehensive), interactivity and visual aid. <p><u>B. Weekly Presentation</u></p> <p>Students form 5 groups (size may vary depending on class size). Each group will be assigned to present two times: before and after midterm. The duration of presentation is maximum 45 to 60 minutes. The presenter should answer the discussion question based on the concept in specific session.</p> <p><u>C. Marketing Strategy Analysis</u></p> <ul style="list-style-type: none"> ● Students will form 5 groups for the assignment (depending on the number of students in each class). Each group should pick one brand that has been doing some adjustment on their business/marketing activities during the COVID-19 outbreak. Each group must inform the lecturer of their chosen brand in week 2 of the course. Brand should marketed in Indonesia. ● Every group should observe the brand's adjusted STP, marketing activities and conduct a mini survey/interview to dig their target consumers' perception/suggestion/ (adjusted) needs and wants (5-10 target customer of the brand) then analyze it based on the collected data, and give future recommendation to the chosen brand. ● The PPT and Executive Summary must be submitted before session 14 (the exact date will be informed later). The PPT then will be presented in session 14. Failing in submitting PPT and Executive Summary on-time will cause a 5-point reduction/day of the grade. Assignments submitted later than 3 days after the deadline will not be accepted. ● The presentation slides must consist of 15-20 pages (excluding opening and closing), while the executive summary consists of 1-2 pages only. ● Each student must present on the presentation day. If a student fails to present during his/her group presentation, the student will get an automatic 0 (zero) for his/her final presentation grade component. ● No group free rider. If there is any, the group may report to the assistant or the lecturer. <p><u>D. Executive Summary Format</u></p> <ul style="list-style-type: none"> ● Introduction, be sure to know your audience ● Explain the company's /brand's role and identify strengths. Also explain their current state (marketing strategy + STP) to cope with the COVID-19
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	<p>pandemic.</p> <ul style="list-style-type: none"> • Explain the need, or the problem that they are facing, and its importance. In this matter, the problem how to survive in the future/post pandemic. • Recommend a solution and explain its value. Justify the solution by explaining how it fits the organization (based on the mini research outcome and previous literature). • Strong conclusion that once more wraps up the importance of the proposed idea. <p>Lecturer Policy: Assignments should be handed-in no later than the due date announced. Any late work will be assessed a penalty of 5 points a day (max 2 days). Work handed-in later than two days after the due date will be marked as zero.</p>												
Schedule of Assistance or Lab (similar to the schedule of teaching faculty)	Assistance/Tutorial will be held at least 10 times/semester. Assistant will give assignments, homework and quizzes in the tutorial class sessions. Students' activities in tutorial class will be graded and become part of students' final grades for this course.												
Student Study Effort Expected	<table border="1"> <tr> <td colspan="2">Class Contacts:</td></tr> <tr> <td>Lectures</td><td>35 Hours</td></tr> <tr> <td>Tutor</td><td>15 Hours</td></tr> <tr> <td>Presentation</td><td>5 Hours</td></tr> <tr> <td colspan="2">Other student study effort:</td></tr> <tr> <td>Preparation for project/assignment/tests</td><td>40 Hours</td></tr> </table>	Class Contacts:		Lectures	35 Hours	Tutor	15 Hours	Presentation	5 Hours	Other student study effort:		Preparation for project/assignment/tests	40 Hours
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Reading List and References	<p>Mandatory Readings:</p> <p><u>1.</u> Solomon, M.R. Marshall, G.W. Stuart, E.W. (2018), <i>Marketing: Real People Real Choices</i>. 9th edition. New Jersey: Pearson. (SOL)</p> <p>Additional Readings:</p> <p><u>2.</u> Cannon, J. P., Perreault, W. D., & McCarthy, E. J. (2013). <i>Basic marketing: a global-managerial approach</i>. 19th edition. McGraw-Hill/Irwin. (CPM)</p>												
Plagiarism	<p>Plagiarism is defined as inserting words/sentences/ideas belonging to other author(s) in part or in whole without referring to the sources. Students must indicate the source of any word/sentence from other author(s) in his/her writing.</p> <p>Plagiarism also refers to copying in part or in whole of another student's assignment, or copying from books, journals, web, magazines, newspapers, etc.</p> <p>Plagiarism includes also the act of auto-plagiarism defined as the use of one's own words/sentences/ ideas taken from other assignments/paper that have been submitted for grading in other or same course without any reference to its/their source/s.</p>												

	<p>In accordance with the disciplinary rules and code of ethics for students as indicated on the Guidebook of FEB UI, students are prohibited to conduct plagiarism, and will be sanctioned/punished accordingly.</p> <p>The sanctions/punishment are as follows:</p> <ul style="list-style-type: none"> • First time offense: The minimum sanction is a Zero (0) grade for the assignment, and the maximum is an F grade for the course. • Second time offense: F grade for the course. • Third time offense: the student will be expelled from the Department of Management, FEB UI.
Statement of Authorship	<p>It is mandatory that a <i>Statement of Authorship</i> must be included and posted on the front page of the assigned paper.</p> <p style="text-align: center;">Statement of Authorship</p> <p>I/We.....the undersigned declare to the best of my/our ability that the paper/assignment herewith is an authentic writing carried out by myself/ourselves. No other authors or work of other authors have been used without any reference to its sources.</p> <p>This paper/assignment has never been presented or used as a paper assignment for other courses except if I/we clearly stated otherwise.</p> <p>I/We fully understand that this assignment can be reproduced and/or communicated for the purpose of detecting plagiarism.</p> <p>Name : Student's ID Number : Signature : Course : Paper/Assignment Title. : Date : Lecturer :</p> <p>(signed by all and every single student if it's a group assignment)</p>