

## **International Marketing**

### **Introduction**

In global escalation of future market competition, it is compulsory to prepare and provide graduates to fill in the growing demands of professionals in international marketing fields. In emerging market like Indonesia many businesses expand abroad that requires skilled professionals to market products and services in international market and respectively happened for overseas products and services.

International marketing program is carefully catered for the challenges mention above. This program equips students with up to date knowledge and skills which enable them to survive and expand their capacities.

### **Vision**

To be globally recognized International Marketing program with entrepreneurial and ICT abilities.

### **Mission**

The mission of International Marketing program is to contribute to the global community through the provision of world-class education by :

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents
2. Educating students with a knowledge, skills and practice in International Marketing and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial and ICT ability managers to lead and work in a wide variety of business contexts and industries especially in International Marketing fields
4. Conducting research and professional services for entrepreneurial international marketing
5. Improving competitive managerial skills through impression international marketing management, strategic and collaborative influence

### **Program Objective**

The objectives of the program are :

1. To provide students with knowledge and skills in the International Marketing art and Science foundation combined with a Business management platform to prepare them in and growing them through delivering a global superior customer value that they need in managing the global business marketing competition and application of strategic thinking in the pursuit of global marketing specialist
2. To equip students with sufficient ICT integration, strategic International Marketing capabilities and competencies and application of strategic thinking in the pursuit of global marketing specialist
3. To provide students with an in-depth advance understanding of the issues regarding implementation and control of the international marketing programs in an across global business sectors that they need to be a future global marketing agent of change

## **Graduate Competency**

At the end of the program, graduates will be able to :

1. Demonstrate and apply knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking in current business cases, planning research program prior to problem solving in international marketing practices
4. Apply critical thinking in current business cases and plan research programs in order to solve marketing problems with the ability of ICT utilization.
5. Design and apply global integrated strategic marketing implementation and control in global business environment specific challenges to enhance and satisfy the stakeholders
6. Create and manage marketing competitive excellence across global business sectors and laid up them for continuing for advanced degrees in marketing management

## **Prospective Career of the Graduates**

1. International Marketing Specialists
2. Market Analysts
3. Exporter / Trader
4. Marketing Consultant
5. International Marketing Researcher
6. Globalpreneur

## **Curriculum**

This curriculum is designed to meet knowledge of management practices in current global business conditions, the future art and science of international marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of curriculum is adjusted to the strategic and advance ICT based utilization of marketing in global market competition, global integrated strategic marketing implementation and control. Therefore, the teaching materials are enhanced to satisfy the stakeholders and to create and manage marketing competitive excellence in across global market sectors.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	J0084	Introduction to Management and Business	4		
	J0254	Introduction to Accounting	4		
	K0644	Business Mathematics	4		
	J0612	Business Communication	2		
	J0292	Computer Laboratory I	2		
	G1372	English Entrant	2		
2	CB422	CB: Spiritual Development	2	20	
	J0024	Microeconomics	4		
	J0114	Marketing Management	4		
	M0374	Management Information Systems	4		
	J1562	Business Statistic I	2		
	J0302	Computer Laboratory II	2		
	<b>Elective Courses : Foreign Language I**</b>				
	J1852	Chinese Language I	2		
	J1862	Korean Language I	2		
3	J0034	Macroeconomics	4	22	
	J0124	Human Resources Management	4		
	J1522	Legal Aspect in Economic	2		
	J0434	Managerial Economics	4		
	J0384	Consumer Behavior	4		
	J1972	Introduction to International Retail Marketing	2		
	<b>Elective Courses : Foreign Language II**</b>				
	J1872	Chinese Language II	2		
	J1882	Korean Language II	2		
4	CB432	CB: Interpersonal Development	2	22	
	EN001	Entrepreneurship I	2		
	J1444	Global Supply Chain Management	4		
	A0144	Financial Management	4		
	J1604	Management Science	4		
	J1354	International Marketing	4		
	<b>Elective Courses : Foreign Language III**</b>				
	J1892	Chinese Language III	2		
	J1902	Korean Language III	2		
5	CB442	CB: Professional Development	2	22	
	J1324	eMarketing Management	4		
	J1574	Business Statistic II	2/2		
	J1714	Product and Project*	4		
	J0444	Operational Management	4		
	J1942	Pricing Strategy and Project	2		
	J1952	IMC & Project	2		

Sem	Code	Course Name	SCU	Total
6	EN002	Entrepreneurship II	2	22
	J0504	Marketing Strategy	4	
	J1014	Marketing Research	2/2	
	J1022	Selling and Sales Management	2	
	J1964	Service Management	4	
	F0254	Managerial Accounting	4	
	J1362	International Marketing Seminar	2	
7	J1202	Cross Cultural Management	2	12
	J1122	Customer Relationship Management	2	
	J1822	International Trade	2	
	J1484	Strategic Alliance Management	4	
	J1722	Project Retail Management *	2	
8	J1396	Thesis	6	6
			<b>TOTAL CREDIT 146</b>	

\*) Entrepreneurship Embedded

\*\*\*) Elective language courses

- Student required to choose 2 foreign language courses from semester 2
- Chosen foreign language courses in semester 3 and 4, same with chosen foreign language courses in semester 2

### The Table of Prerequisite for International Marketing (S1)

Subject		Credits	Subject		Credits
J1354	International Marketing	4	J0114	Marketing Management	4
A0144	Financial Management	4	J0084	Introduction to Management and Business	4
J1396	Thesis	6	J1014	Marketing Research	2/2
J0504	Marketing Strategy	4	J0114	Marketing Management	4
			J0384	Consumer Behavior	4
J1014	Marketing Research	2/2	J1562	Business Statistic I	2

**Student should pass all of these quality controlled examination as listed below :**

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management*	C
6	J0024	Microeconomics	C
7	J1354	International Marketing*	C
8	J0504	Marketing Strategy*	C

\*) Tutorial & Multipaper