

MM Young Professional Creative Marketing

Introduction

The MM in Creative Marketing is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and those with little professional working experience. This program is designed for those who have passion in the marketing field and decide to pursue a career in marketing-related areas. The program provides knowledge and skills in innovation, creative problem-solving, and cultivating entrepreneurial spirit by leveraging the development of ICT. This equips the students should they decide to launch their own businesses or become entrepreneurs in established firms.

BINUS BUSINESS SCHOOL faculty brings real-world professional and consulting experience in the area of creative industries, consumer goods, multimedia, and information communication technology to the classroom. The faculty members are consistently imparting and sharing the wisdom of their experiences to the participants. They integrate mixed teaching methodologies including, but not limited to, lectures, case studies, discussions, class presentations, summaries, and field projects.

Vision

To be Internationally recognized business school in the continuous pursuit of innovation in education.

Mission

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

Learning Goals

1. **Problem solving and Leadership**

Each student should be able to perform systematic monitoring and evaluation to provide strategic recommendation to create value and enhance organization performance.

2. **Innovation**

Each student should be able to develop knowledge, innovative breakthroughs, and decision by using conceptual framework and research.

3. **Implementation and Communication**

4. Each student should be able to develop organizational structures, implement policies, strategies, and perform effective communication covering internal and external conditions of the organization.

4. **Management concepts, research, multidisciplinary approach**

Each student should be able to apply multidisciplinary approach to develop planning process and analysis of resources in formulating organizational strategy.

5. **Ethics and humanistic value**

Each student should be able to internalize leadership characteristics with social competence and cultural sensitivity as a foundation for continual delivery of innovation to benefit society.

Award/Degree

- MM Degree from BINUS BUSINESS SCHOOL

Study Completion Requirements

To complete MM degree (in Creative Marketing) at BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

Teaching, Learning, and Assessment Strategy

The teaching, learning and assessment methods used in the program, such as case studies, group discussion, individual and group projects, assignments and presentations, are designed to enhance the students' capability in applying comprehensive marketing approaches in the decision-making process and to sharpen their critical and creative problem-solving skills. The problem-based learning will train students to be a hands-on marketer by solving the real clients' problems in marketing labs in the class and to develop necessary marketing research skills to get consumer insights. The utilization of ICT to support learning and decision-making is encouraged.

Innovation will be developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred to as 'design thinking' on the other hand will equip students with the necessary skills to innovate. Students are required to translate selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

Moreover, additional events such as Market Update in the beginning of period, CMO Chat as well as guest lecturers would also give students a new perspective on how to relate theoretical marketing foundations with current practices and to give them exposure to social and professional networks. At the end of program, students are required to write a thesis that assesses students' comprehensive understanding of marketing concepts learnt in the program.

Employability and Career Support

A wide range of career opportunities in marketing area such as market analyst, market researcher, digital marketer, brand manager, product development manager, advertising manager as well as entrepreneur are available in the market for students after completing eighteen months of study program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical marketing skills as well as engaging with the related industry.

Program Structure

MM Creative Marketing consists of following courses:

SEMESTER 1

Period 1

Course Name	SCU
FINC8008 - Financial Fundamentals for Marketing	3
MKTG8010 - Strategic Marketing Planning	3

Period 2

Course Name	SCU
RSCH8069 - Research Methodology for Marketing	3
MKTG8074 - Consumer Behavior	3
ENTR8034 - Design Thinking and Entrepreneurship	3

SEMESTER 2

Period 1

Course Name	SCU
MKTG8009 - Contemporary Issues in Marketing	1
COMM8159 - Creative Marketing Communication	3
MKTG8077 - Digital Marketing & Multimedia	3

Period 2

Course Name	SCU
MGMT8089 - Strategic Management in Business	3
MKTG8075 - New Product Development & Channel Management	3
MKTG8076 - Branding & Value Creation	3

SEMESTER 3

Period 1

Course Name	SCU
BUSS8022 – Ethics and Social Awareness	3

Period 2

Course Name	SCU
MGMT8042 - Leadership & Organizational Behavior	2
MGMT8088 – Thesis	6