

MM Young Professional Creative Marketing

This MM in Creative Marketing is administered by the School of Marketing.

The School of Marketing strives to be a world-class business program with strong competence in cultivating leadership, promoting innovation, and accelerating growth

Mission

The MM in Creative Marketing is designed to prepare future leaders, managers, and professionals through innovative and growth-oriented curriculum by meeting the stake-holder expectations, providing academic and service excellence, promoting high quality research, building strong corporate connections, and gaining international recognitions and accreditations

Program Description

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 decides to pursue career in the marketing related areas. The program platform rests on three major pillars, which are market sensing, innovation, and ICT (Information Communication Technology). The program provides knowledge and skills in innovation, creative approach to problem solving, and cultivating entrepreneurial spirit by leveraging the development of ICT that equip the students should they decide to launch their own businesses or become intrapreneurs in established firms. Unlike other MM programs, information and communication technology management is strongly emphasized and linked to various courses in the curriculum.

BINUS BUSINESS SCHOOL faculty brings real-world professional and consulting experience in the area of creative industries, multimedia, and information communication technology to the classroom. The faculty is 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.

Award/Degree

- MM Degree from BINUS University

Graduate Competencies

Upon successful completion of this 16-month program, students are expected to be able to :

1. identify and respond to emerging local and global business opportunities.
2. define, explain, and synthesize marketing and management principles to local and global corporate performance.
3. identify and analyze the market and industry using creative marketing conceptual frameworks.
4. design and apply comprehensive creative marketing approach to address local and global business problems.
5. identify, evaluate, and incorporate the effective application of ICT in supporting professional business practices
6. use appropriate ICT application for marketing to improve productivity.
7. collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results.

8. design and apply creative marketing communication to support the coordination of related functions within organization and to the stakeholders.
9. communicate ideas effectively and persuasively in both verbal and written form.
10. adopt, apply, and appraise ethical business practices on the basis of professionalism, good governance, and social norms.
11. demonstrate effective team-work and leadership skills in multi-disciplinary and multi-functional teams
12. articulate and apply ethical code of conducts in daily business activities and decisions.
13. create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations.
14. design, analyze and apply creative and innovative marketing approaches in business decision-making process.
15. construct a decision to choose the best and unique workable solution from inter-disciplinary insights.

Study Completion Requirements

To complete MM degree (in Creative Marketing) at BINUS Business School, students must complete a minimum of 40 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 project assignment and presentation, are designed to enhance the students' capability in applying comprehensive marketing approaches in decision making process and to sharpen their critical and creative problem solving skills.

The innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand. Students are required to translate their 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 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 would be required to write a project that would assess students' comprehensive understanding of marketing concepts learnt in the program.

Employability and Career Support

A wide range of career opportunities in marketing industry would be available in the market for students after completing the sixteen 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.

MM Creative Marketing consists of following courses:

Term	Course Code	Course Title	SCU
1	YP001	Business Communication and Interpersonal Skill	2
	MY001	Finance Basics for Marketers	2
	AY002	Essential of Business Management	3
	GY001	Business Statistics	2
	GY006	Marketing Fundamental	3
		Sub Total Credit	12
2	MY002	Managing Creativity	2
	MY003	Consumer Behavior and Customer Value	3
	MY004	Marketing of Innovation	2
	MY005	Branding and Value Creation	2
	MY006	Product and Channel Management	2
		Sub Total Credit	11
3	MY007	Pricing Strategy and Execution	2
	MY008	Creative Marketing Communication	2
	MY009	Digital Marketing and Multimedia	2
	GY015	Entrepreneurship and Start Up Business	2
	MY011	Creative Industry Seminar	3
		Sub Total Credit	11
4	GY993	Thesis	6
		Sub Total Credit	6
		Total Credit	40