

## **MM Young Professional Creative Marketing**

### ***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 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.

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

### ***Study Completion Requirements***

To complete MM degree (in Creative Marketing) at BINUS Business School, 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 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 asses 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, brand manager, product development manager, advertising manager as well as entrepreneur would be available in the market for students after completing the 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.

MM Creative Marketing consists of following courses:

<b>Course Code</b>	<b>Course Title</b>	<b>SCU</b>
FINC8059	Financial Fundamental	3
MKTG8073	Marketing Fundamental	3
RSCH8012	Research Methods	3
MKTG8074	Consumer Behavior	3
ENTR8034	Design Thinking and Entrepreneurship	3
BUSS8022	Ethics & Social Awareness	3
MGMT8086	Leadership & Organizational Behavior	3
MGMT8089	Strategic Management in Business	3
MKTG8075	New Product Development & Channel Management	3
COMM8159	Creative Marketing Communication	3
MKTG8076	Branding & Value Creation	3
MKTG8077	Digital Marketing & Multimedia	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>