

Marketing

Vision

The School of Marketing strives to become a reputable and one of the leading marketing schools in the Asia Pacific region by 2020, with strong competence in innovation management and strategic marketing.

Mission

The School of Marketing prepares future leaders, managers, and professionals through innovative 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. The school provides high quality education in marketing with the ultimate aim of enhancing the mastery of marketing as a problem solving tool and as a scientific discipline.

Program Description

The study of marketing at Binus International emphasizes the understanding and mastery of marketing key concepts, tools, and technology required by future marketing professionals. The content of the program is designed to equip students with basic scientific marketing paradigm, theoretical framework, applied skills, and familiarity with contemporary technology to support their competence as future leaders in the field of marketing.

The curriculum at BINUS INTERNATIONAL has been benchmarked to major renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by Binus.

The Objectives of the Marketing program are :

- A. To provide students with cutting edge management knowledge that will enable them to compete globally
- B. To prepare students to apply marketing and ICT principles required in industrial practices.
- C. To provide students with ability to communicate effectively in industrial context, both locally and globally.
- D. To nurture students to become ethical, professional yet socially aware business professionals.
- E. To prepare students to be creative and innovative in business decision making in international and local level.

Award/Degree

- Sarjana Ekonomi from BINUS University.
- Dual Degree with Bachelor of Commerce in Marketing (B.Com.) from Curtin University of Technology, Perth – Australia
- Dual Degree with Bachelor of Arts (BA) in International Business from Cologne Business School, Koln – Germany.

Graduate Competencies

Upon successful completion of the four year program, students are expected to be able to :

1. describe and articulate marketing principles and practices. .
2. research and analyse business environment in marketing context..
3. apply critical thinking in marketing management problem solving through applied research.
4. design, implement, and evaluate marketing strategy to meet industrial demand.
5. use current ICT techniques, skills, and tools necessary to solve business problems and analyse business..
6. communicate effectively with a range of audience both written and verbal form.
7. demonstrate abilities in cross-industrial communication in international and local environment.
8. demonstrate critical and creative thinking to address social issues that affect business decision making process.
9. apply leadership, team-working and entrepreneurial skills in industrial context.
10. understand and apply professional and ethical responsibilities in industrial environment.
11. design and implement innovative business plan and strategy to adapt in rapidly changing and growing market

Study Completion Requirements

Major in Marketing Management

To complete a major in Marketing at BINUS INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credits. These 146 SCUs are comprised of:

- 138 SCUs Marketing mandatory courses, required for all students taking a major in Marketing Management .
- 2 SCUs of internship taken usually in the final year.
- 6 SCUs of final Thesis.

Double Degree Program in International Business

The Double Degree Program in International Business is offered in partnership with Cologne Business School, Cologne, Germany.

The distribution of semesters for this program is as follows:

- First 6 semesters at Binus International, following a set of courses agreed by both universities.
- Last 2 semesters at Cologne - Germany, following required courses determined by Cologne Business School.

Students who complete this program will be awarded with Bachelor of Arts (BA) degree from Cologne Business School, in addition to the Sarjana Ekonomi (SE) from Binus University.

Double Degree Program in Marketing and International Business (Queensland University of Technology, Brisbane- Australia)

The Double Degree Program is offered in partnership with Queensland University of Technology (QUT) , Brisbane in Australia .

The distribution of semesters for this program is as follows:

- The first 4 semesters will be at Binus International, following a set of courses agreed by both universities.

- Semester 5, 6, and 7 will be at QUT, Brisbane, Australia, following approximately 48 unit courses each semester. The courses will be determined by QUT.
- The eight or last semester will be at Binus International to finish the final thesis, Students who complete this program will be awarded Bachelor of Business from Queensland University of Technology (QUT) , in addition to the Sarjana Ekonomi (SE) from Binus University.

Double Degree Program in Marketing (Saxion University of Applied Sciences)

The Double Degree Program is offered in partnership with Saxion University of Applied Sciences (Saxion). The distribution of semesters for this program is as follows:

- The first 6 semesters will be at Binus International, following a set of courses agreed by both universities.
- The last 2 semesters will be at Saxion, Deventer – The Netherland following required courses determined by Saxion.

Students who complete this program will be awarded with Bachelor of Business Administration (BBA) degree from Saxion University of Applied Sciences, in addition to the Sarjana Ekonomi (SE) from Binus University.

Minor for Marketing

Marketing students may take minor in Accounting. List of courses for minor in Accounting is available in the given section below. Please refer to course descriptions to check any pre-requisites.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, class discussions, individual and group project discussions. Students are strongly required to study independently and read various marketing related articles in order to increase their understanding during the lectures. Students gain both theoretical and practical knowledge from our qualified lecturers and guest lecturers who have ample of experience as marketing professionals in the industry. In addition, 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, will be developed through collaboration with BINUS INTERNATIONAL'S SCHOOL OF ART & DESIGN. 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.

Employability and Career Support

The four year marketing program at BINUS INTERNATIONAL will provide sufficient skills and confidence for our students to enter the real business world. Equipped with our Marketing and Management degree, students will have a wide range of career opportunities in a variety of industry. Over the past decade, marketing has continued to gain prominence as a dominant orientation in business and as a process deployed by all departments within an organization. Therefore, the role of marketing professionals is vital in any type or size of companies, as it acts as connectors between customers and companies, including connecting customers to the product or service and to the financial accountability.

BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies and internships. This support service can be accessed from www.binuscareer.com.

Program Structure

Marketing Courses - Marketing Management

Course Code	Course Name	SCU
AC106	Micro Economics	4
GS102	Academic English I	3
MK105	Marketing Fundamentals	4
MS202	Business Mathematics	4
AC105	Macro Economics	4
GS201	Academic English II	3
IS102	Introduction to IT	4
MK103	Management & Leadership	4
MK202	Consumer Behavior	4
MS206	Business Statistics	4
MK106	Business Communication	4
AC101	Introduction to Financial Accounting	4
GS107	Character Building : Self Development	2
GS209	Character Building : Interpersonal Development	2
GS210	Character Building : Spiritual Development	2
GS303	Character Building : Professional Development	2
IS105	Systems Thinking	2
MK208	Product & Brand Management	4
MK214	Human Resources Management	4
MK216	Services Marketing	2
AC206	Financial Management for Business	4
MK210	E-Marketing Management	4
MK217	Supply Chain & Operations Management	4
MK220	Ethics in Digital World	3
MS403	Research Methodology	2
AC107	Managerial Economics	4
AC205	Cost & Management Accounting	4
MK206	Business to Business Marketing	4
MK211	Pricing Management & Strategy	4
MK318	Digital Campaign & Promotions Management	4
MK323	Social Media & New Media Marketing Strategies	4

Course Code	Course Name	SCU
MK215	Sales Management	2
MK303	Research Method in Marketing	4
MK321	Business in Indonesia	3
MK404	Entrepreneurship	2
GS204	Internship with Industry	2
MK314	Relationship Marketing	4
MK423	Web Analytic and e-CRM	4
MK425	Website Usability and Design	2
MK421	Distribution & Retail Channels	4
GS499	Thesis	6
MK401	International Marketing	4
MK422	Contemporary Issues in Marketing	2

Additional Courses for Double Degree in International Business

Course Code	Course Name	SCU
AC220	Financial Statement Analysis	4
GS208	Business Law	2

Minor in Accounting

Required Course(s)

Course Code	Course Name	SCU
AC101	Introduction to Financial Accounting	4
AC205	Cost and Management Accounting	4
AC206	Financial Management for Business	4
AC204	Accounting Information System	4
AC201	Indonesian Taxation 1	4
AC210	Intermediate Financial Accounting	3
AC409	Corporate Financial Reporting Analysis	4

Elective Course selections (8 SCUs)

Course Code	Course Name	SCU
AC210	Intermediate Financial Accounting	3
AC409	Corporate Financial Reporting Analysis	4
AC201	Indonesian Taxation 1	4
AC410	Auditing I	4
AC311	Accounting Theory	2

Curriculum for Single Degree Program

Students are required to complete all courses at BINUS International to obtain Sarjana Ekonomi (SE) degree.

Curriculum for Double Degree Program

- Students are required to complete the courses offered in the first 5 (five) semesters at BINUS International, then continue with 2 (two) semesters of studying abroad at Curtin Business School and finally complete the final semester at Binus International or complete the first 6 (six) semesters at BINUS International then finish the last 2 semesters of their study period at Cologne Business School – Germany .

Curriculum for Master Track Program

The Master Track program is designed to allow students to complete their Sarjana Ekonomi (SE) degree at Binus International in 7 (seven) semesters, and then continue with a graduate program for 2 (two) semesters at Macquarie University to obtain Master Degree.