

Marketing

Vision

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

Mission

The Marketing Program 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 Program 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

Marketing program has been dedicated to provide students with the highest standard of marketing management education with focus in developing marketing and entrepreneurial skills, all to prepare them to be ready to work for multi-national corporations or to become creative and innovative entrepreneurs. To support this, marketing program provides the students with various corporate world related activities, aiming to jump-start the students' corporate and industrial networks. The activities include one-semester internship program in national and multi-national corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research thesis where students are require to provide professional consulting services for real companies with real marketing related problems.

The Program 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.

Also, Marketing Program at Binus International maintain a continuity cooperations with some of the first-class companies in Indonesia to build a strong linkage. The aim is to provide a wide opportunity for graduate students from Binus International after they graduated, to have opportunity to work in one of reputable companies in Indonesia. 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

- Bachelor of Economics (Sarjana Ekonomi) from BINUS University
- Dual Degree with Bachelor of Business Marketing (B.Bus.) from Queensland University of Technology (QUT) Business School, Australia.
- Dual Degree with Bachelor of Arts in International Business (BA) from Cologne Business School, Germany.
- Dual Degree with Bachelor of Business Administration (BBA) from Saxion University of Applied Science, Netherlands.
- Master Degree with Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.) from Macquarie University, Australia.

Graduate Competencies

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

1. To describe and articulate marketing principles and practices
2. To study and analyze global business environment from marketing perspective
3. To apply critical thinking in marketing management problem solving.
4. To design, implement, and evaluate marketing strategy to meet stakeholder's expectation.
5. To integrate ICT capabilities in supporting marketing strategies.
6. To perform effective business communication both in written and verbal form towards a wide range of audience.
7. To demonstrate abilities in cross-cultural communication
8. To demonstrate awareness of social and ethical issues in business decision making process.
9. To apply leadership, team-working and entrepreneurial skills in professional environment.
10. To apply creative and innovative thinking in the development and implementation of marketing strategy

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 credit. These 146 SCUs are comprised of:

- 132 SCUs Marketing mandatory courses, required for all students taking a major in Marketing Management.
- 8 SCUs of one full semester internship program, which should be taken in the 8th semester along with thesis
- 6 SCUs of final Thesis.

Double Degree Program in Marketing and International Business – Queensland University of Technology (QUT) Business School.

In cooperation with Queensland University of Technology (QUT) Business School, Australia, Marketing program offers a double degree program with QUT, where students will be able to obtain B.E (Binus) and B.Bus (QUT). This program was designed to provide students with skills and knowledge, and experience to thrive in business and marketing in global context.

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 International Business – Cologne Business School (CBS)

In cooperation with Cologne Business School, Germany, students will obtain B.E (Binus) and B.A in International Business (CBS), with the focus in providing students with international and global experience in business.

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, including thesis.

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 – Saxion University

In cooperation with Saxion University of Applied Science, Netherlands, students will obtain B.E (Binus) and BBA (Saxion). This program was designed to provide students with skills and knowledge in business administration, as Saxion is an applied science university, practicality of the concepts in marketing was the highest importance in this program.

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, including thesis.

Master Track Program

In cooperation with Macquarie University, students will be able to obtain master degree within 9 semesters, the 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 a Master Degree. This program also provides the students with array of options on the major, i.e. M.Com in Marketing, M.Com in Finance, M.Com in Accounting, or M.Com in Business.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, class discussions, individual and group project discussion. 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 guests lecturers who have ample of experience as marketing and business 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. Some example of marketing professions that students could aim are Brand Manager, Product Manager, Brand Executive, Marketing Executive, Marketing Consultant, Market Research Analyst, Director of Sales, and many more. Despite being a marketing professional, students can also developed their own business and become entrepreneurs.

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	SCU
ECON6005	Micro Economics	4
ENGL6171	Academic English 1	3
CHAR6013	Character Building: Pancasila	2
MATH6048	Business Mathematics	4
ENTR6038	Project Hatchery	2
MKTG8005	Marketing Management	4
CHAR6012	Freshmen Enrichment Program	0
ECON6006	Macro Economics	4
ENGL6172	Academic English 2	3
CHAR6014	Character Building: Kewarganegaraan	2
MGMT6011	Introduction to Management and Business	4
MKTG6088	Consumer Behavior	4
STAT8067	Business Statistics 1	2

Course Code	Course	SCU
ACCT6087	Introduction to Accounting	4
CHAR6015	Character Building: Agama	2
MGMT6120	Product and Brand Management	4
MKTG6096	Services Marketing	3
STAT8068	Business Statistics 2	4
ENTR6036	Entrepreneurship 1	4
ECON8009	Managerial Economics	4
FINC6001	Financial Management	4
MKTG6094	Pricing Management and Strategy	4
MGMT6018	Operational Management	4
BUSS6029	Business in Indonesia	2
COMM8006	Business Communication	2
ISYS6118	Management Information System	4
ACCT6049	Managerial Accounting	4
MKTG6087	Business to Business Marketing	2
MKTG6090	Digital Campaign and Promotion Management	4
MGMT6012	Human Resources Management	4
MGMT6121	Web Analytics and e-CRM	4
LAWS6075	Legal Aspect in Economics	2
RSCH6020	Research Method in Marketing	4
MKTG6091	International Marketing	4
MKTG6097	Social Media and New Media Marketing Strategies	2
MKTG6089	Contemporary Issues in Marketing	2
MKTG6095	Sales Management	2
MKTG6099	Website Usability and Design	2
MGMT6038	Cross Cultural Management	2
MGMT6118	Distribution and Retail Channel	3
MKTG6093	New Product Development	2
ENTR6037	Entrepreneurship 2	6
MKTG6098	Thesis	6
MGMT6119	Internship	8