

International Marketing

Introduction

In global escalation of future market competition, it is a compulsory to prepare and provide graduates to fill in the growing demands of professionals in international marketing fields. In emerging market like Indonesia many businesses expand abroad that requires skilled professionals to market products and services in international market and respectively happened for overseas products and services.

International marketing program is carefully catered for the challenges mention above. This program equips students with up to date knowledge and skills which enable them to survive and expand their capacities.

Vision

To be globally recognized International Marketing program with entrepreneurial and ICT abilities.

Mission

The mission of International Marketing program is to contribute to the global community through the provision of world-class education by :

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with a knowledge, skills and practice in International Marketing and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial and ICT ability managers to lead and work in a wide variety of business contexts and industries especially in International Marketing fields.
4. Conducting research and professional services for entrepreneurial international marketing.
5. Improving competitive managerial skills through impression international marketing management, strategic and collaborative influence.

Program Objective

The objectives of the program are :

1. To provide students with knowledge and skills in the International Marketing art and Science foundation combined with a Business management platform to prepare them in and growing them through delivering a global superior customer value that they need in managing the global business marketing competition and application of strategic thinking in the pursuit of global marketing specialist.
2. To equip students with sufficient ICT integration, strategic International Marketing capabilities and competencies and application of strategic thinking in the pursuit of global marketing specialist.
3. To provide students with an in-depth advance understanding of the issues regarding implementation and control of the international marketing programs in an across global business sectors that they need to be a future global marketing agent of change.

Graduate Competency

At the end of the program, graduates will be able to :

1. Demonstrate and apply knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking in current business cases, planning research program prior to problem solving in international marketing practices.

4. Apply critical thinking in current business cases and plan research programs in order to solve marketing problems with the ability of ICT utilization.
5. Design and apply global integrated strategic marketing implementation and control in global business environment specific challenges to enhance and satisfy the stakeholders.
6. Create and manage marketing competitive excellence across global business sectors and laid up them for continuing for advanced degrees in marketing management.

Prospective Career of the Graduates

1. International Marketing Specialists
2. Market Analysts
3. Exporter / Trader
4. Marketing Consultant
5. International Marketing Researcher
6. Globalpreneur

Curriculum

This curriculum is designed to meet knowledge of management practices in current global business conditions, the future art and science of international marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of curriculum is adjusted to the strategic and advance ICT based utilization of marketing in global market competition, global integrated strategic marketing implementation and control. Therefore, the teaching materials are enhanced to satisfy the stakeholders and to create and manage marketing competitive excellence in across global market sectors.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6011	Introduction to Management and Business	4	20	
	ACCT6087	Introduction to Accounting	4		
	MATH6048	Business Mathematics	4		
	COMM8006	Business Communication	2		
	STAT8067	Business Statistics I	2		
	COMP6151	Computer Laboratory I	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ECON6005	Microeconomics	4		
	ISYS6118	Management Information Systems	4		
	MKTG8005	Marketing Management	4		
	COMP6152	Computer Laboratory II	2		
	MKTG6067	Product Strategy and Project	2		

Sem	Code	Course Name	SCU	Total
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	ECON6006	Macroeconomics	4	
	MGMT6012	Human Resources Management	4	
	STAT8068	Business Statistics II	2/2	
	ECON8009	Managerial Economics	4	
	MKTG8006	Consumer Behaviour	4	
	ENTR6003	Entrepreneurship I	2	
4	CHAR6015	Character Building: Agama	2	20
	MGMT6046	Management Science	4	
	MKTG6065	International Marketing*	2	
	MGMT6038	Cross Cultural Management	2	
	FINC6001	Financial Management	4	
	MGMT6018	Operational Management	4	
	LAWS6075	Legal Aspect in Economic	2	
5	ACCT6049	Managerial Accounting	4	24
	MGMT7054	Service Management	4	
	MKTG6034	International Marketing Seminar	2	
	MKTG6021	Customer Relationship Management	2	
	MKTG6071	Selling Management	4	
	MKTG6066	Marketing Research*	4/2	
	ENTR6004	Entrepreneurship II	2	
6	MKTG6032	Global Brand Management	4	16
	MKTG6030	eMarketing Management	4	
	MKTG6068	Integrated Marketing Communication & Project	4	
	MKTG6069	Pricing and Project	4	
7	MGMT7043	Strategic Alliance Management	4	16
	MGMT6073	CSR and Social Marketing	4	
	MKTG6009	Marketing Strategy	4	
	MKTG6070	Retail and Merchandising	4	
8	MGMT6040	Thesis	6	6
TOTAL CREDIT 146 SCU				

*) *Entrepreneurship Embedded*

English University Courses:

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*
-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

The Table of Prerequisite for International Marketing (S1)

Subject		Credits	Subject		Credits
FINC6001	Financial Management	4	MGMT6011	Introduction to Management and Business	4
MGMT6040	Thesis	6	MKTG6066	Marketing Research	4/2
MKTG6009	Marketing Strategy	4	MKTG8005	Marketing Management	4
			MKTG8006	Consumer Behaviour	4
MKTG6066	Marketing Research	4/2	STAT8067	Business Statistics I	2

Student should pass all of these quality controlled examination as listed below :

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
7	MKTG6067	Product Strategy and Project*	C
8	MKTG8006	Consumer Behaviour*	C

*) Tutorial & Multipaper