

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 order to face ASEAN economy community and global competitive market 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, marketing practices and soft-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.

Student Outcomes

After completing the study, graduates are:

1. **Management Concept:** Each student should be able to comprehend the discipline of management
2. **Concept & Skills Integration and Entrepreneurial mindset:** Each student should be able to integrate management concept and skills with entrepreneurial mindset
3. **Ethical, Social & Professional Character:** Each student should be able to exercise ethical and professional values
4. **Awareness of ICT:** Each student should be able to make use of ICT as management tool and business solution

Prospective Career of the Graduates

1. Digital Marketing Specialists
2. Market Analysts
3. Marketing Consultant
4. International Marketing Researcher
5. Global entrepreneur

Curriculum

This curriculum is designed to meet knowledge of International Marketing 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	MKTG8122	Marketing Management*	2	20	
	LAWS6074	Law of International Business	2		
	MATH6048	Business Mathematics	4		
	MGMT6011	Introduction to Management and Business	4		
	ACCT6087	Introduction to Accounting	4		
	STAT8067	Business Statistics I	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	21	
	ECON6037	Microeconomics	2		
	ISYS6118	Management Information Systems	4		
	MGMT6168	International Human Resources Management*	4		
	STAT8068	Business Statistics II	2/2		
	COMP6203	Office for Professional	2		
	LANG6061	Indonesian	1		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	ECON8009	Managerial Economics	4		
	ECON6038	Macroeconomics	2		
	COMM8006	Business Communication	2		
	FINC6001	Financial Management	4		
	ENTR6003	Entrepreneurship I	2		
	MKTG6020	Selling and Sales Management*	2		
	MKTG8006	Consumer Behaviour	4		
4	CHAR6015	Character Building: Agama	2	24	
	MGMT6018	Operational Management	4		
	MGMT6038	Cross Cultural Management	2		
	RSCH6026	Research Methodology	4		
	MKTG6127	Retail and Merchandising*	4		
	MKTG6067	Product Strategy and Project	2		
	MKTG6023	International Marketing	2		
	MKTG7123	Service Marketing	4		
5	ENTR6004	Entrepreneurship II	2	22	
	MKTG6057	Global Brand Management	2		
	MKTG6041	Pricing Strategy and Project	2		
	MKTG6108	E-Marketing**	4		
	MKTG6109	Global Strategic Marketing	4		
	MKTG6021	Customer Relationship Management	2		
	MKTG6124	Integrated Marketing Communication & Project*	2		
	MKTG6110	Marketing Research	4		
6	Enrichment Program I		15	15	
7	Enrichment Program II		16	16	
8	MGMT6040	Thesis	6	6	
			TOTAL CREDIT 146 SCU		

*) This course is delivered in English

**) Entrepreneurship Embedded

English University Courses:

-) For 1st Semester : 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 2nd Semester: 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

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus).

Enrichment Track Scheme

Track	Kriteria IPK	Semester 6						Semester 7						
		I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc	
1	≥ 2	v						v						
2	≥ 2	v							v					
3	≥ 2	v								v				
4	≥ 2	v									v			
5	≥ 2	v												v
6	≥ 2		v						v					
7	≥ 2			v						v				
8	≥ 2				v						v			
9	<2						v							v
10	<2						v			v				
11	<2						v				v			

Notes:

I : Internship

RS : Research

ENTR : Entrepreneurship

CD : Community Development

SA : Study Abroad

*etc : Department specific needs

Notes:

Student can choose one of the available tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
MKTG6058	Industry Experience	8	15
MKTG6101	Industrial Marketing Practice	2	
MKTG6102	Marketing Research in Industrial Practices	2	
MKTG6167	Employability and Entrepreneurial Skill in Industrial Experience	3	
Enrichment Program II			
MKTG6104	Professional Experience	8	16
MKTG6105	Professional Practice in Marketing	2	
MKTG6106	Marketing Research in Professional Practices	2	
MKTG6107	Employability and Entrepreneurial Skill in Professional Practices	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<i>For students who only take Entrepreneurship track in semester 6 and 7, should take these courses:</i>			
Enrichment Program I			
ENTR6270	Business Start Up	8	15
ENTR6268	Business Model in International Marketing Field and Validation	2	
ENTR6269	Launching New Venture in International Marketing Field	2	
ENTR6274	EES in New Business	3	
Enrichment Program II			
ENTR6272	Growing a Business	8	16
ENTR6288	Lean International Marketing Start Up Venture & Marketing Plan	2	
ENTR6256	Venture Capital in International Marketing Field	2	
ENTR6273	EES in Business Experience	4	
<i>For students who only take Entrepreneurship track in semester 7, should take these courses:</i>			
Enrichment Program II			
ENTR6270	Business Start Up	8	16
ENTR6268	Business Model in International Marketing Field and Validation	2	
ENTR6269	Launching New Venture in International Marketing Field	2	
ENTR6271	EES in New Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6195	Research Experience I	8	15
RSCH6207	Scientific Writing for International Marketing and Market Research I	4	
RSCH6200	Global EES I (Team Work, Communication, Problem Solving & Decision Making)	3	
Enrichment Program II			
RSCH6196	Research Experience II	8	16
RSCH6208	Scientific Writing for International Marketing and Market Research II	4	
RSCH6197	Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	
Enrichment Program II: For student who only takes research track in semester 7, should take these courses:			
RSCH6198	Research Experience	8	16
RSCH6209	Scientific Writing for International Marketing	4	
RSCH6199	Global EES	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6114	Community Outreach Project Implementation	8	15
CMDV6109	Community Outreach Project Design in International Marketing Field	4	
CMDV6106	Employability and Entrepreneurial Skills in Community Development	3	
Enrichment Program II			
CMDV6115	Community Development Project Implementation	8	16
CMDV6113	Community Development Project Design in International Marketing Field	4	
CMDV6107	Employability and Entrepreneurial Skills in Managing Community	4	

The Table of Prerequisite for International Marketing (S1)

Subject		Credits	Smt	Prerequisite		Credits	Smt
FINC6001	Financial Management	4	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6040	Thesis	6	8	MKTG6110	Marketing Research	4	5
MKTG6110	Marketing Research	4	5	STAT8068	Business Statistic II	2/2	2
				RSCH6026	Research Methodology*	4	4
MKTG8006	Consumer Behaviour	4	3	MKTG8122	Marketing Management	2	1

Student can enroll MKTG6110 – Marketing Research subject if already pass STAT8086 - Business Statistic II subject
OR RSCH6026 – Research Methodology subject with a minimum grade is C

*) the examination schedule of RSCH6026 will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8122	Marketing Management	C
4	ISYS6118	Management Information Systems	C
5	MGMT6168	International Human Resources Management*	C
6	ECON6037	Microeconomics	C
7	MKTG6109	Global Strategic Marketing*	C
8	MKTG8006	Consumer Behaviour*	C

*) Tutorial and Multipaper