

MM Young Professional Creative Marketing

Introduction

Marketing is about the whole business as seen from the customer's point of view (Peter Drucker).

The MM in Creative Marketing is a Master of Management (MM) program designed for recent 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 decide to pursue a career in marketing-related areas. With the increasing usage of technology, the role of marketing in some companies seems to have diminished and focuses more on tactical functions of defending the existing business rather than grow the business by creating markets. Understanding fundamental needs and drivers, targeting customers, and developing the entire go-to-market and usage ecosystem are the essential aspects of marketing — and the center of the success of breakthrough innovations. In Creative Marketing, students will not only learn about promotion and sales related courses, but they will also learn how to sense the market, craft a new proposition, acquire customers, manage customer relationships, ensure the delivery of a proposition, and evaluate the return on investments. The program provides knowledge and skills in innovation, creative problem-solving, and cultivating entrepreneurial spirit by leveraging the development of ICT. This equips the students should they decide to launch their own businesses or become entrepreneurs in established firms.

The BINUS BUSINESS SCHOOL faculty brings real-world professional and consulting experience in the area of creative industries, consumer goods, multimedia, and information communication technology to the classroom. Market Update brought by the industry's experts will equip the students with the ability to identify patterns. Mixed teaching methodologies will include, but are not limited to, lectures, case studies, discussions, class presentations, client real cases, simulations, summaries, and field projects.

Award/Degree

- MM degree from BINUS UNIVERSITY

Study Completion Requirements

To complete an MM degree (in Creative Marketing) from the BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 42 Scu's, all of which are mandatory courses.

Teaching, Learning, and Assessment Strategies

The teaching, learning, and assessment methods used in the program, such as case studies, group discussions, individual/group project assignments and presentations, and consulting projects with real-life clients are designed to enhance the students' capabilities in applying comprehensive marketing approaches in the decision-making process and to sharpen their critical and creative problem-solving skills. The problem-based learning will train students to be hands-on marketers by solving real clients' problems in a marketing lab in the class and to develop necessary marketing research skills to get consumer insights in the marketing lab facilities. The utilization of ICT to support learning and decision making will also be encouraged.

The innovation habit will be developed through course assessments that put weight on content comprehension and innovation. The innovation thinking approach, or commonly referred to as design thinking, will equip students with the necessary skills to innovate. 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.

Additional events such as Market Update in the beginning of the period, CMO Chat, as well as guest lecturers will also give students new perspectives on how to relate the theoretical marketing foundations with current practices and give them exposure to social and professional networks. At the end of the program, students are required to write a thesis that will assess the students' comprehensive understanding of the marketing concepts learned in the program.

Employability and Career Support

A wide range of career opportunities in the marketing area such as a market analyst, market researcher, digital marketer, brand manager, product development manager, data scientist, advertising manager, as well as entrepreneur will be available in the market for students after completing the eighteen months of the 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.

Course Structure

MM Creative Marketing consists of the following courses:

Sem	Code	Course Name	Scu	Total
1	RSCH8069	Research Methodology for Marketing	3	15
	MKTG8074	Consumer Behavior	3	
	ENTR8034	Design Thinking and Entrepreneurship	3	
	FINC8008	Financial Fundamentals for Marketing	3	
	MKTG8010	Strategic Marketing Planning	3	
2	MKTG8009	Contemporary Issues in Marketing	1	14
	COMM8159	Creative Marketing Communication	3	
	MKTG8077	Digital Marketing & Multimedia	3	
	MKTG8075	New Product Development & Channel Management	3	
	MKTG8015	Branding & Value Creation	2	
	MKTG8014	Business Negotiation & Selling Skills	2	
3	BUSS8010	Ethical Issues in Business	2	13
	MGMT8089	Strategic Management in Business	3	
	MGMT8042	Leadership & Organizational Behavior	2	
	MGMT8088	Thesis	6	
			Total Credits	42 Scu