

MM Young Professional Creative Marketing

Introduction

Marketing is about the whole business seen from the customer's point of view (Drucker, 1954).

The MM in Creative Marketing is a Master of Management (MM) program designed for fresh 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 focus more on tactical functions of defending the existing business rather to 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 will also learn how to sense the market, craft new proposition, acquire customers, managing customer relationship, ensure the delivery of 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.

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 brings by the industry's expert will equip the students with the ability to identify pattern. Mixed teaching methodologies will include, but not limited to, lectures, case studies, discussions, class presentations, client real case, simulation, summaries, and field projects.

Award/Degree

- MM degree from BINUS UNIVERSITY

Study Completion Requirements

To complete MM degree (in Creative Marketing) at BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

Teaching, Learning, and Assessment Strategy

The teaching, learning and assessment methods used in the program, such as case studies, group discussion, individual/group project assignment and presentation, and consulting project with a real-life client, are designed to enhance the students' capability in applying comprehensive marketing approaches in decision making process and to sharpen their critical and creative problem-solving skills. The problem-based learning will train students to be a hands-on marketer by solving the real clients' problems in 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 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 period, CMO Chat as well as guest lecturers will also give students a new perspective on how to relate theoretical marketing foundations with current practices and give them exposure to social and professional networks. At the end of program, students are required to write thesis that will assess the students' comprehensive understanding of marketing concepts learnt in the program.

Employability and Career Support

A wide range of career opportunities in marketing area such as market analyst, market researchers, digital marketers, brand manager, product development manager, data scientist, advertising manager as well as entrepreneur would be available in the market for students after completing the eighteen months of 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 following courses:

Sem	Code	Course Name	SCU	Total
1	FINC8008	Financial Fundamentals for Marketing	3	15
	MKTG8010	Strategic Marketing Planning	3	
	RSCH8069	Research Methodology for Marketing	3	
	MKTG8074	Consumer Behavior	3	
	ENTR8034	Design Thinking and Entrepreneurship	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	

Sem	Code	Course Name	SCU	Total
	MKTG8014	Business Negotiation & Selling Skills	2	
3	MGMT8089	Strategic Management in Business	3	13
	BUSS8010	Ethical Issues in Business	2	
	MGMT8088	Thesis	6	
	MGMT8042	Leadership & Organizational Behavior	2	
TOTAL CREDIT 42 SCU				