

International Marketing

Introduction

In a global escalation of future market competition, it is 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 the international market and respectively happened for overseas products and services.

The 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. The International Marketing program has three values to be conveyed to students, i.e. **dynamic** (how to quick-response to the dynamic market trends), **creative** (how to design and execute creative marketing strategy and programs), and **digitalized** (how to apply digital concept in marketing activities in this technology era).

Vision

To be an internationally recognized business school in the continuous pursuit of innovation in education.

Mission

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

Learning Goals

By the completion of our program

1. Management Concept

Each student should be able to comprehend business and management concept.

2. Creative Thinking and Entrepreneurial Skills

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

3. Global Mindset

Each student should be able to perform global mindset in exercising business concept.

4. Ethics

Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

1. Global Advertising
2. Product Strategist
3. Global Brand Strategist
4. Social Media Marketing
5. International Marketing Research
6. Marketing Communication
7. Digital Marketing
8. Marketing Consultant
9. Sales Management
10. Customer Relationship Management
11. Global Retail Marketing
12. International Not-for-Profit Marketing

Curriculum

This curriculum is designed to meet the needs skills of International Marketing practices skills and competencies in current global business conditions that will also fulfill students with sense of art and science of international marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of the curriculum is adjusted to the ICT based utilization of marketing in global market competition that focuses on online and offline marketing strategy. It also includes powerful marketing knowledge on how to identify international market needs, wants, and characteristics; how to design the right global marketing strategy; how to plan the effective global marketing program; how to sell the product/service to the international market, and how to maintain and utilize the relationship with international customers. These all will be delivered through unique and special subjects related to International Marketing fields, such as Consumer Behaviour, Marketing Research, Retail & Omni Channel, Digital Marketing (Social Media & Content Marketing), Global Strategic Marketing in Asia Pasific Perspective and Customer Relationship Management.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	MKTG8005	Marketing Management*	4	20	
	MGMT6012	Human Resources Management	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		
	2	CHAR6013	Character Building: Pancasila		2
ECON6005		Microeconomics	4		
LAWS6075		Legal Aspect in Economics	2		
ISYS6181		Management Information Systems for Leader	4		
STAT8068		Business Statistics II	2/2		
ENTR6003		Entrepreneurship I	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	24	
	ECON8009	Managerial Economics	4		
	ECON6006	Macroeconomics*	4		
	MATH6048	Business Mathematics	4		
	MKTG8006	Consumer Behaviour*&**	4		
	MKTG6235	Product & Brand Strategy*,&**&***	4		
	COMP6203	Office for Professional	2		
4	CHAR6015	Character Building: Agama	2	22	
	FINC6001	Financial Management	4		
	RSCH6026	Research Methodology	4		

Sem	Code	Course Name	SCU	Total
4	ACCT6049	Managerial Accounting	4	22
	MKTG6059	Integrated Marketing Communication**&***	2	
	MKTG6234	Retail and Omni Channel*&***	4	
	ENTR6004	Entrepreneurship II	2	
5	MGMT6038	Cross Cultural Management	2	22
	COMM8006	Business Communication	2	
	MGMT6018	Operational Management	4	
	MKTG6236	Digital Marketing (Social Media & Content Marketing)*.&***	4	
	MKTG6237	Global Strategic Marketing : Asia Pacific Perspective*&***	4	
	MKTG6021	Customer Relationship Management*&***	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

**) Global Learning Systems Course

***) 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). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	*etc	IN	RS	EN	CD	SA	FS	*etc
1	V						V						
2	V							V					
3	V									V			
4	V										V		
5	V											V	
6		V					V						
7		V						V					
8		V								V			
9		V									V		
10		V										V	
11			V							V			
12			V									V	
13				V			V						
14				V				V					
15				V						V			
16				V							V		
17				V								V	
18					V		V						
19					V			V					
20					V					V			
21					V						V		
22					V							V	

Student will take one of enrichment program tracks

Notes:

- IN : Internship
- RS : Research
- EN : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- FS : Further Study
- *etc : Study Program Special Purposes



Enrichment Internship Track

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

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			15
ENTR6270	Business Start Up	8	
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	16
Enrichment Program II			
ENTR6272	Growing a Business	8	
ENTR6288	Lean International Marketing Start Up Venture & Marketing Plan	2	
ENTR6256	Venture Capital in International Marketing Field	2	4
ENTR6273	EES in Business Experience		

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			15
RSCH6342	Marketing Research Experience	8	
RSCH6343	Scientific Writing for International Marketing Research Experience	4	
RSCH6344	Global EES (Team Work, Communication, Problem Solving & Decision Making)	3	16
Enrichment Program II			
RSCH6345	Marketing Research Implementation	8	
RSCH6346	Scientific Writing for International Marketing Research Implementation	4	4
RSCH6347	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)		

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	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	15
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	
Enrichment Program II			
GLOB6017	Elective Course for Study Abroad 13	4	16
GLOB6018	Elective Course for Study Abroad 14	4	
GLOB6019	Elective Course for Study Abroad 15	4	
GLOB6020	Elective Course for Study Abroad 16	4	
GLOB6021	Elective Course for Study Abroad 17	2	
GLOB6022	Elective Course for Study Abroad 18	2	
GLOB6023	Elective Course for Study Abroad 19	2	
GLOB6024	Elective Course for Study Abroad 20	2	
GLOB6025	Elective Course for Study Abroad 21	2	
GLOB6026	Elective Course for Study Abroad 22	2	
GLOB6027	Elective Course for Study Abroad 23	2	
GLOB6028	Elective Course for Study Abroad 24	2	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
ENTR6561	Design Thinking for Innovation	4	16
MKTG6285	Business Negotiation	3	
MKTG6283	Marketing Strategy	3	
STAT6153	Applied Statistics	3	
MGMT6393	Human Resources Management Strategy	3	

The Table of Prerequisite for International Marketing (S1)

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
FINC6001 Financial Management	4	4	MGMT6011 Introduction to Management and Business	4	1
MKTG8006 Consumer Behaviour	4	3	MKTG8005 Marketing Management	4	1
MGMT6040 Thesis	6	8	MKTG6110 Marketing Research	4	5

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	MKTG8005	Marketing Management	C
4.	ISYS6181	Management Information Systems for Leader	C
5.	MGMT6012	Human Resources Management*	C
6.	ECON6005	Microeconomics	C
7.	MKTG6237	Global Strategic Marketing : Asia Pacific Perspective*	C
8.	MKTG8006	Consumer Behaviour*	C

*) Tutorial and Multipaper