

Syllabus Marketing Management

January-April 2010
Executive Class 25A (Jakarta)

Instructor: Dr. Iin Mayasari

Email address:

iin.mayasari@paramadina.ac.id

Mobile phone:

081328004587

Description

This course describes the way a company achieves its marketing goals by determining a specified target market and using its sufficient marketing sources to successfully serve the target market. Therefore, marketing is an orderly and insightful process for thinking about planning for markets. The efforts are conducted in a superior way facing the age of technology advancement. Customer value is perceived as a controlling factor to formulate a broad strategy and refining it into a detailed marketing mix, i.e. product, price, place or distribution and promotion, and action plan. Planning, evaluation and improvement relating to the marketing mix need marketing decisions by a manager. The decisions include who the company wants as its customers, which needs to satisfy, what products and services to offer, what prices to set, what communications to send and receive, what channels of distribution to use, and what partnerships to develop. In making his/her decisions, he/she might be influenced by uncontrollably environmental factors, such as political, economic, social, legal, technology, demographic factors and competition.

This course also outlines the importance of crafting marketing strategy based on sustainability development and ethics. The elements are discussed in the marketing case.

Objective

The objective of this course is to create the students as the centre of learning. Students are required to prepare materials well. The course is a forum to confirm what the students have read and comprehended so far about the marketing materials. Lecturers only acts as a facilitator to provide all aspects relating to managing the total marketing efforts. Students are allowed to discuss the concept based on the work experience. If possible, the concept can be imbedded in the work related activities.

Textbook

Kotler, P. and K. Keller (2009), Marketing Management, Upper Saddle River, N.J.: Pearson Education, Inc.

Grading System

Final exam	30%
Midterm exam	30%
Term paper	20%
Discussion and In-class participation	20%

Course Schedule and Material

Session	Date	Time	Text Discussed
1	Wednesday January 6, 2010	19.00 – 22.00	Introduction, Marketing Management Process Part 1: Understanding Marketing Management Chapter 1: Defining Marketing for the 21 st Century Discussion: Marketing Paradigm shift
2	Thursday January, 7, 2010	19.00 – 22.00	Chapter 2: Developing Marketing Strategies and Plans Discussion: Marketing, Selling, and Promotion
3	Wednesday January, 13, 2010	19.00 – 22.00	Part 2: Capturing Marketing Insights Chapter 3: Gathering Information and Scanning the Environment Chapter 4: Conducting Marketing Research and Forecasting Demand Case #1: Hubspot
4	Thursday, January ,14 2010	19.00 – 22.00	Part 3: Connecting with Customers Chapter 5: Creating Customer Value, Satisfaction, and Loyalty Chapter 6: Analyzing Consumer Markets Case #2: Hilton Honors
5	Wednesday, January, 20 2010	19.00 – 22.00	Chapter 7: Analysis Business Market Chapter 8: Identifying Market Segments and Targets Case #3: Saxonville Sausage
6	Thursday January ,21, 2010	19.00 – 22.00	Part 4: Building Strong Brands Chapter 9: Creating Brand Equity Chapter 10: Crafting and Communicating a Positioning Strategy Case #4: Intel Inside
	Thursday, February, 18 2010	19.00 – 22.00	Mid Term Examination
7	Wednesday March ,3, 2010	19.00 – 22.00	Chapter 11: Dealing with Competition Case #5: Toyota Prius
8	Thursday March, 4, 2010	19.00 – 22.00	Part 5: Shaping the Market Offerings Chapter 12: Setting Product Strategy Chapter 13: Designing and Managing Services Case #6: Samsung Design
9	Wednesday, March ,17, 2010	19.00 – 22.00	Chapter 14: Developing Pricing Strategies and Programs Case #7 Napster

10	Thursday, March, 18, 2010	19.00 – 22.00	Part 6: Delivering Value Chapter 15: Designing and Managing Value Networks and Channels Chapter 16: Managing Retailing, Wholesaling, and Logistics Case #8 Mark and Spencer
11	Wednesday, March,31, 2010	19.00 – 22.00	Part 7: Communicating Value Chapter 17: Designing and Managing Integrated Marketing Communications Chapter 18: Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations Chapter 19: Managing Personal Communications: Direct Marketing and Personal Selling Case #9: UnMe Jeans
12	Thursday, April ,1 2010	19.00 – 22.00	Chapter 20: Introducing New Market Offerings Chapter 21: Tapping into Global Markets Case #10: IBM Innovation
	Wednesday, April ,7 2010	19.00 – 22.00	Final Examination

Methods to Achieve the Objectives

In Classroom, by:

Lecture and Discussion, Each individual student is requested to attend the lecture compulsorily (refer to the academic rule). Attendance at all class session is expected, especially class discussion of assigned cases. Absence from class is a serious matter and you should not violate the policy of the MM Program regarding the class attendance.

Due to the fact that participation in class discussion of cases counts 20% of your grade, each student must contribute significantly to in-class analysis of the cases. Each student is required to be an active participant and make meaningful comments on cases being discussed. Your grade in class participation is something to be earned via consistent contribution to class discussion. You should, therefore, make a conscientious effort to be sufficiently prepared to contribute to the class discussions. The responsibility for making the learning process succeed is yours

Case discussion. The lecturer will guide the discussion. If a student fails to get a good mark in the case discussion, he/she may be requested to retake the whole course in the next term for overall improvements. The class is dominated by the whole participation of students. In class, three students are selected to present the case. Two of them present the case from different perspectives, while one student presents a case in Indonesia related with the English case.

Mid and final exams. Midterm and final examinations will be conducted to test your knowledge, understanding, comprehension, and capability to apply the course material in solving actual marketing problem. Students who fail in the exams are given chances to retake similar exams in the next term or next batch for overall grade improvements.

Off classroom, by:

Preparing a case solution by each student minimum only one page in word processing format. The paper should cover: (1) Main issue, (2) Problem statement, (3) Analysis of solution

STUDENT ROLES AND RESPONSIBILITIES

1. Attend class and prepare for the class by reading the material before the scheduled class period.
2. Understand that all of the material presented during the class lectures *may be* incorporated into exams or other forms of evaluating student performance.
3. Understand that all written assignments are due at the time of the class in which they pertain and at no other time.
4. Your role and responsibility includes a desire to learn and contribute to the learning experience for the group by actively participating in class discussions and exercises.
5. You should arrive at class meetings on time to avoid disrupting the class.
6. Cell phones, pagers, or PDAs should be turned off before entering the classroom.
7. The University is committed to a policy of honesty in academics. Conduct, which compromises a breach of this policy, may result in academic and/or disciplinary action. Cheating is a violation of student academic behavior standards.