

COURSE CONTRACT

Course Name	: Marketing Management I
Course Code / Credit	: EBM612282 /MJN 282/ 3 SKS
Faculty / Department	: Economics and Business / Management
Instructors	:
1. Dr. Mahrinasari, S.E., M.Sc. (PJ)	8. Roslina, S.E., M.Si.
2. Mustafid, S.E., M.M.	9. Driya Wiryawan, S.E., M.M.
3. Aidasari S.E.	10. Dr. Dorothy Rouly Pandjaitan, S.E., M.Si
4. Aripin Ahmad, S.E., M.Si	11. Dwi Asri Siti Ambarwati, S.E., M.Sc.
5. Dr. Nasrullah Yusuf.	12. Yuniarti Fihartini, S.E., M.Si.
6. Rinaldi Bursan S.E., M.Si	13. Faila Shofa, S.E., M.Si.
7. Muji Rachmat Ramelan, S.E., M.B.A.	14. Afri Aripin, S.E., M.S.M
Semester	: Odd 2014/2015
Days / Time	: Thursday / 07.30 – 10.00 WIB
Room	: E204

1. Course Purpose

Marketing Management provides knowledge and understanding of the students about the basic concepts of marketing management in business activities. Knowledge and understanding of the concept of marketing management is important for management students as stock in a business practice which is the most important activity in the cycle and daily business functions.

2. Course Description

Marketing Management Course is a compulsory subject for students majoring in management and especially for students who are interested to take the concentration of knowledge in the field of Marketing Management. This course discusses the concepts and analytical techniques used in marketing activities and decisions related to the marketing of products or services of the company. Some of the topics that need to be known and understood by every student in this course is the definition and scope of marketing management activities; know and understand the strategies and marketing plans; capture marketing activities and market value to meet the needs of consumers, including analyzing the marketing environment; building a strong brand value; design market offerings including product strategy, managing marketing services, designing pricing strategies, managing marketing distribution; communicating the value of products or services through an integrated marketing communications activities; and create long-term growth in the market in the face of the global market.

3. Course Goal

After completing this course, students are expected to have the ability to:

1. Explain the concept of marketing management
2. Analyze problems that are often faced by the company and formulate marketing policy in the context of corporate decision-making right.

4. Teaching Materials

1. [Book 1] Phillip Kotler and Kevin Lane Keller. 2012 Marketing Management 14th edition. Pearson Education, Prentice Hall.
2. [Book 2] Solomon, Michael R .; Marshall, Greg W .; and Stuart, Elnora W. 2012. Marketing: Real People - Real Choice, 7th edition, Pearson Education, Prentice Hall.
3. [Book 3] Philip Kotler and Gary Armstrong. 2010 Principles of Marketing 11th edition. Pearson.
4. Satria Nobility. 2003 Marketing Management, First Edition, University of Lampung.
5. Articles on various marketing journals, International Journal Publication.

5. Course Schedule

Week	Topic	Reference	Group Assignment	Individual Assignment
1	Introduction - Course Contract and Syllabi - Role, Definition and Scope of Marketing Concept	- Book 1 (Ch. 1) - Book 2 (Ch. 1) - Book 3 (Ch. 1)		
2	Creating and Offering Value Marketing	- Book 2 (Ch. 1) - Book 3 (Ch. 1)	√	
3	Developing Marketing Strategies and Plans	- Book 1 (Ch. 2) - Book 2 (Ch. 2) - Book 3 (Ch. 2)	√	
4	Environmental Analysis and Marketing and Managing Marketing Information	- Book 1 (Ch. 3) - Book 2 (Ch. 3) - Book 3 (Ch. 3 & 4)	√	
5	Implement Marketing Research	- Book 1 (Ch. 4) - Book 2 (Ch. 4) - Book 3 (Ch. 4)	√	√
6	Behavior Analysis of Consumer Markets	- Book 1 (Ch. 6) - Book 2 (Ch. 5) - Book 3 (Ch. 5)	√	
7	Behavior Analysis Business Market	- Book 1 (Ch. 7) - Book 2 (Ch. 6) - Book 3 (Ch. 6)	√	
8	MID TERM			
9	Identification of Market Segmentation	- Book 1 (Ch.8) - Book 2 (Ch. 7) - Book 3 (Ch. 7)	√	
10	Determination of Target Market	- Book 1 (Ch. 8) - Book 2 (Ch. 7) - Book 3 (Ch. 7)	√	
11	Analyze the Brand Positioning for Competitive Advantage	- Book 1 (Ch. 10) - Book 2 (Ch. 7) - Book 3 (Ch. 7)	√	
12	Know the Types of Products and Services	- Book 1 (Ch.12 & 13) - Book 2 (Ch. 10)	√	√
13	Managing Brand	- Book 1 (Ch. 9) - Book 2 (Ch. 8) - Book 3 (Ch.8)	√	
14	Reorientation Lectures and discussions of Article Publication Task Group (Source: International Journal) Based on course Topic	Group Assignment Presentation and Discussion	√	

6. Students Obligation

- a. Delay tolerance of 10 minutes.
- b. Class's attendance at least 80% of the total meetings, those who do not meet criteria are not allowed to follow the Final Test (Academic Regulation Section).
- c. Involve actively in group and discussion assignment.
- d. Submit and collect all group and individual assignment given by instructor.
- e. Attend and follow all quizzes and assignments.
- f. Attend Mid Term Exam and Final Examination.
- g. Prohibited from using the clothes without collar and sandals. If there is a violation (Max two times), the student is not allowed to attend a course until the end of the semester.
- h. Prohibited cheating and provide answers to other friends when Exam (Quiz, UTS, and UAS).

7. Assignment

- a. **Group Work:** Students [group] shall make a summary of the subject material at each meeting in the form of a power point, as well as providing product samples for each subject, if necessary, to include visualization of relevant images.
The task group must include at least two (2) questions as material for discussion stimulation disseminated to other students who do not make a presentation on the subject of which has been determined, which is placed at the end of writing a resume. Questions raised using the concept of the question: the 5 W's and 1 H.

Group Case Presentation Assignment (As part of group presentation case will be given to each group)

1. Before presenting their presentation group must submit to instructor:
 - a. Presentation Files
 - b. Case Summary
 2. Group should hand out the needed presentation material for other groups in the class during presentation
 3. Presentation should use presentation software, presentation grading will include:
 - a. Group performance
 - b. Professionalism
 - c. Content Accuracy
 - d. Presentation explanation
 - e. How to use presentation software
 - f. Preparation
 - g. Class Participation / discussion
- b. **Individual Assignment:** Students are required to make a summary of the individual article publications in international journals of one of the subjects (2 international article after Mid Term and Final). The Summary contains Background, Problem Identification and Purpose, Results, and suggestions / implication of the results.

8. Grading Criteria

a. Assessment will follow the following criteria

Final Grade	Letter Grade	Number Grade	Status
≥76	A	4	Pass
71 – 75	B+	3,5	Pass
66 – 70	B	3	Pass
61 – 65	C+	2,5	Pass
55 – 60	C	2	Pass
50 – 54	D	1	Pass
◁ 50	E	0	Failed

b. The components that contribute to the determination of course grade:

Grade Item	Percentage
Assignment	30%
Quiz / Class Activity	10%
Mid Term Test	30%
Final Test	30%
ATTENDANCE > 80%	10%
Total	110%

Formulation for Final Grade:

$$NA = (\% \times RT) + (\% \times RK) + (\% \times UTS) + (\% \times UAS)$$

Keterangan:

- NA = Final Grade
RT = Assignment Average
RK = Quiz Average /involvement in class discussion.
UTS = Mid Term Test
UAS = Final Test

Students / Head of the Class

Bandar Lampung, 1 September 2014
Head of Marketing Management Course

Dr. Mahrinasari MS, S.E., M.Sc.