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 Internationally recognised business school in the continuous pursuit of innovation in education.

Mission

We are committed to provide innovative processes and research to develop professionals who can meet the challenges of industries and society.

Learning Goals

1. **Management Concept**

   Each student should be able to comprehend the discipline of management.

2. **Concept & Skills Integration and Entrepreneurial Mindset**

   Each student should be able to integrate management concept and skills with entrepreneurial mindset.

3. **Ethical, Social & Professional Character**

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

4. **Awareness of ICT**

   Each student should be able to make use of ICT as management tool and business solution.

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

Course Structure

Sem	Code	Course Name	SCU	Total
1	MKTG8122	Marketing Management*	2	20
	LAWS6074	Law in International Business	2	
	MATH6048	Business Mathematics	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	21
	ECON6037	Microeconomics	2	
	ISYS6181	Management Information Systems for Leader	4	
	MGMT6168	International Human Resources Management*	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	
	ECON6038	Macroeconomics	2	
	FINC6001	Financial Management	4	
	COMP6203	Office for Professional	2	
	MKTG6020	Selling and Sales Management*	2	
	MKTG6127	Retail and Merchandising**	4	
	MKTG8006	Consumer Behaviour	4	
4	CHAR6015	Character Building: Agama	2	22
	MGMT6018	Operational Management	4	
	MGMT6038	Cross Cultural Management	2	
	RSCH6026	Research Methodology	4	
	COMM8006	Business Communication	2	
	MKTG6067	Product Strategy and Project	2	
	ENTR6004	Entrepreneurship II	2	
	MKTG7123	Service Marketing*	4	
5	MKTG6023	International Marketing	2	22
	MKTG6057	Global Brand Management	2	
	MKTG6041	Pricing Strategy and Project	2	
	MKTG6108	E-Marketing**	4	
	MKTG6109	Global Strategic Marketing	4	
	MKTG6021	Customer Relationship Management	2	
	MKTG6124	Integrated Marketing Communication & Project*	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

**) 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)*

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

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I: *(For students who only take Entrepreneurship track in semester 6 and 7, should take these courses)*			
ENTR6270	Business Start Up	8	15
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	
Enrichment Program II			
ENTR6272	Growing a Business	8	16
ENTR6288	Lean International Marketing Start Up Venture & Marketing Plan	2	
ENTR6256	Venture Capital in International Marketing Field	2	
ENTR6273	EES in Business Experience	4	
Enrichment Program II: *(For students who only take Entrepreneurship track in semester 7, should take these courses)*			
ENTR6270	Business Start Up	8	
ENTR6268	Business Model in International Marketing Field and Validation	2	
ENTR6269	Launching New Venture in International Marketing Field	2	
ENTR6271	EES in New Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6342	Marketing Research Experience	8	15
RSCH6343	Scientific Writing for International Marketing Research Experience	4	
RSCH6344	Global EES (Team Work, Communication, Problem Solving & Decision Making)	3	

Code	Course Name	SCU	Total
Enrichment Program II			
RSCH6345	Marketing Research Implementation	8	16
RSCH6346	Scientific Writing for International Marketing Research Implementation	4	
RSCH6347	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

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	

Code	Course Name	SCU	Total
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	16
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	
MKTG6285	Business Negotiation	3	
MKTG6283	Marketing Strategy	3	16
STAT6153	Applied Statistics	3	
MGMT6393	Human Resources Management Strategy	3	

The Table of Prerequisite for International Marketing (S1)

Subject		Credits	Smt	Prerequisite		Credits	Smt
FINC6001	Financial Management	4	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6040	Thesis	6	8	MKTG6110	Marketing Research	4	5
MKTG6110	Marketing Research	4	5	STAT8068	Business Statistics II	2/2	2
				RSCH6026	Research Methodology*	4	4
MKTG8006	Consumer Behaviour	4	3	MKTG8122	Marketing Management	2	1

Student can enroll MKTG6110 – Marketing Research subject if already pass STAT8086 - Business Statistic II subject OR RSCH6026 – Research Methodology subject with a minimum grade is C
*) The examination schedule of RSCH6026 will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8122	Marketing Management	C
4	ISYS6181	Management Information Systems for Leader	C
5	MGMT6168	International Human Resources Management*	C
6	ECON6037	Microeconomics	C
7	MKTG6109	Global Strategic Marketing*	C
8	MKTG8006	Consumer Behaviour*	C

*) Tutorial and Multipaper