LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	BIS06
Subject Title	**:**	Management Marketing
Subject Specification	**:**	For students in Communication & Business Faculty

Subject Overview :

This course provides an overview of strategic and operational marketing concepts. This marketing concept includes understanding marketing management, capturing the market, enhancing relationships with consumers, building strong brands, creating value, conveying value, communicating value, and carrying out responsible marketing. This course is equipped with cases from successful companies so that students can analyze and evaluate cases.

Course Objectives :

1. Know and understand the importance of marketing management;
2. Able to create and develop marketing plans.
3. Able to analyze and evaluate marketing plans.

Course Method :

Interactive lectures, problem-solving discussions, case studies , class presentation and guest lectures.

Learning Outcome (Competence) :

- Knowledge : Know and understanding how apply the concept of marketing magement
- Skill : analytical, writing skills, presentation skill, teamwork
- Attitude : Be able to presentation marketing plans.

Course content :

Week	Topic
1	Understanding Marketing Management
2	Developing Marketing Strategies & Plans
3	The Marketing Environment
4	Marketing Research
5	Buying Behavior

6	Marketing Strategies
7	Building Strong Brand
8	**Mid Term Examination**
9	Product Quality
10	Designing and Managing Service
11	Pricing
12	Chanel of Distribution
13	Marketing Communication
14	Tapping into Global Markets
15	Review
16	**Final Examination**

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Understanding Marketing Management	a. The Value & Scope of Marketing b. The Core Marketing Concepts	1. Lecturer's presentation 2. Question and answer

		c. The New Marketing Realities	
2	Developing Marketing Strategies & Plans	a Marketing and Customer Value b Corporate and Division Strategic Planning c The Nature & Content of a Marketing Plan	1. Lecturer's presentation 2. Question and answer
3	The Marketing Environment	a Marketing Intelligence b Analyzing the Macroenvironment c Competitive Environment d Internal Environment e SWOT Analysis	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	Marketing Research	a. The Scope of Marketing Research b. The Marketing Research Process	1. Lecturer's presentation 2. Question and answer
5	Buying behavior	a. Consumer Market a. Business Market	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Marketing Strategies	a. Segmentation b. Target Marketing c. Positioning Strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Building Strong Brand	a. The Role of Brand b. The Scope of Branding c. Brand Equity d. Managing Brand Equity	1. Lecturer's presentation 2. Question and answer
8	**Mid Term Test**		
9	Product Quality	a Product Characteristic & Classification b Product Differentiation c Packaging, Labeling, Warranties, & Guarantees d Product & Brand Relationships	1. Lecturer's presentation 2. Class discussion 3. Question and answer

10	Designing and Managing Service	a The Nature of Service b Marketing Excellence in Service c Managing Service Quality	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Pricing	a. Understanding Pricing b. Consumer Psychology & Pricing c. Setting the Price	1. Lecturer's presentation 2. Class discussion 3. Question and answer
12	Channels of Distribution	a. Marketing Channels & Value Network b. The Role of Marketing Channels c. Channel Design Decisions d. Managing Integrated Marketing Channels	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Marketing Communication (Promotion)	a. The Role of Marketing Communication b. Marketing Communication Mix c. Developing Effective Communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Tapping into Global Markets	a Competing on a Global Basis b Major Decisions in Global Market	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
15	Review		
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

Outline of Marketing Plan
I. Executive Summary
II. Company Description
III. Product or Service Description
IV. Situation Analysis
V. Marketing Goals and Objectives
VI. Marketing Strategy
VII. Marketing Tactics

VII. Analysis & Recommendation
VIII. Conclusion

References :

Kotler, Philip and Kevin Lane Keller (2016)*, Marketing Management, 15th ed.* Upper Saddle River, N.J.: Pearson Education, Inc.

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