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Syllabus

Name of Course: Marketing Management

Course code: 1814040

ECTS: 5

Semester and Year offered: semester 2/ year 1

Lecturer: Ni Made Dhian Rani Yulianti, S.E., M.M.

1. Description

This unit introduce students to theory, concepts and practices related to marketing management for management and accounting students.

2. Expected Learning Outcomes

On successful completion of this unit, students should be able to: (1) defining Marketing in 21 st Century, (2) developing Marketing Strategies and Plans, (3) gathering Informations and Scanning Environment, (4) Analyzing Consumers and Consumer Behavior, (5) Identifying Market segment, target and positioning, (6) defining marketing mix, and (7) write and present project report

3. References

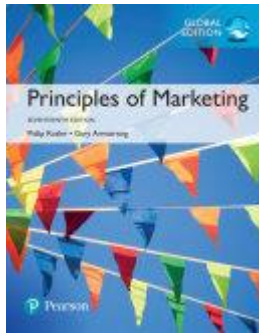
Compulsory:

Philip T. Kotler, Kevin Lane Keller. 2015. *Marketing Management*. Edition : 15. United Kingdom : Pearson Education Limited.



Recommended/Additional Reading

1. Philip Kotler and Kevin Lane Keller. 2013. *Framework for Marketing Management :Global Edition*. Fifth Edition. United Kingdom: Pearson Education Limited.
2. Philip T. Kotler and Gary Armstrong. 2017. *Principles of Marketing, Global Edition*. Edition 17. United Kingdom: Pearson Education Limited.



4. Method of Assessment

No.	Assessment	Marks
1.	Mid-term Test	10 %
2.	Final-term Test	15 %
3.	Individual assignment	35 %
4.	Group assignment	15 %
5.	Active participation in discussion	25 %
	Total	100%

5. Unit Guide and Study Planner

Meeting	Module Topic
1	Defining Marketing in 21 st Century
2	Developing Marketing Strategies and Plans
3	Gathering Informations and Scanning Environment
4	Conducting Marketing research and Forecasting demand
5	Creating Costumer Value, Satisfaction and Loyalty
6	Analyzing Consumers and Consumer Behavior
7	Analyzing Business market and buying Behavior
8	Mid-term Test
9	Identifying Market segment, target and positioning
10	Dealing With Competition
11	Setting Produk Strategy, Designing and Managing Services
12	Building Strong Brand
13	Delivering Pricing Strategis
14	Place Strategy
15	Integrated Marketing Communication
16	Final-term Test