



# UDAYANA UNIVERSITY

Republic of Indonesia State University

## FACULTY OF ECONOMICS AND BUSINESS INSTITUT OF INTERNATIONAL BUSINESS STUDIES NETWORK

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### **IBSN PROGRAM (BA.04) Syllabus Global Marketing Management**

This course is composed on Bachelor level

- A. Objective
- B. Method of Instruction
- C. Study Plan
- D. Reference Textbooks
- E. Course Assessment
- F. Workload
- G. ECTS
- H. Lecturers

#### **A. Objective:**

The course is designed to provide an understanding of the marketing management especially related to Indonesian context. It discusses the influences of environmental factors on the design of marketing strategy and program, implementation and control of the marketing effectiveness. Case studies related to marketing practices in Indonesia are also explored during the course.

Upon the completion of the course, it is expected that the student :

1. have a clear understanding of the marketing management and how it works especially in Indonesia and Asian context.
2. are able to analyze the marketing environment and to identify the marketing opportunities.
3. are able to design the marketing strategy and program, implementation and control of the marketing effectiveness.

#### **B. Method of Instruction:**

Combination of lectures, group discussion, case studies, study visit, individual and group assignment are applied in the learning process.

#### **C. Study Plan:**

Week	Topics
1	<b>An Overview of Marketing Concept (Global Marketing)</b> This topic provides an introduction into multinational marketing concept, based on marketing basics. By the end of this section the students should be able:  1) To define marketing and marketing management  2) To identify the importance of marketing management

	<ul style="list-style-type: none"> <li>3) To discuss the scope of marketing management</li> <li>4) To identify the demand states and marketing tasks</li> <li>5) To explore some fundamental marketing concepts of marketing management</li> <li>6) To discuss how marketing management changes</li> </ul>
2	<p><b>Marketing Environmental Analysis</b>  This section examine the firms's external environment, the macroenvironment that affect it. After studying this topic the student should be able:</p> <ul style="list-style-type: none"> <li>1) To analyze the macro-environment and its impact to marketing – especially in the Asian market.</li> <li>2) To identify the major forces that affect the company strategy and performance</li> <li>3) To discuss the major macro-environments forces, including ; demographic environment, economic environment, the social-cultural environment, natural environment, technological environment, and the political-legal environment.</li> <li>4) To discuss the practical aspects of the macro environmental impacts to business</li> </ul>
3	<p><b>Market Segmentation</b>  The company that operate in a broad market, normally cannot serve all customers for many reasons. The company needs to divide the market into smaller and more homogenous groups of customers. The Asian market under this aspect is very complex (different languages, religions, ethics, values). By studying this section the student should be able:</p> <ul style="list-style-type: none"> <li>1) To define market segmentation, focusing the Asian markets</li> <li>2) To identify the five levels of market segmentation in South East Asia</li> <li>3) To discuss the importance of segmenting the market</li> <li>4) To discuss several bases for segmenting consumer and business market</li> <li>5) To discuss the process of market segmentation</li> <li>6) To discuss the major techniques of segmenting for the Asian market</li> <li>7) To identify the criteria for an effective market segmentation</li> </ul>
4	<p><b>Targeting the Market</b>  Once the company has identified its market segments, it has to evaluate and decide how many and which segments to target. By studying this topic, the student will be able:</p> <ul style="list-style-type: none"> <li>1) Defining market targeting for the different Asian markets</li> <li>2) Understanding the steps in evaluating a market attractiveness</li> <li>3) Identifying criteria for selecting target market(s)</li> <li>4) Identifying market attractiveness factors</li> <li>5) Identifying additional considerations in evaluating and selecting segments</li> </ul>

	6) Identifying strategies in selecting the market segments  7) Understanding ethical issues in market targeting
5	<p><b>Effective Positioning Strategy</b></p> <p>The company must carefully select the ways in which it will distinguish itself from competitors. Each firm will want to promote those few differences that will appeal most strongly to its target market. By studying this topic the student should be able to :</p> <ol style="list-style-type: none"> <li>1) Define the meaning of positioning and its roles in marketing especially for the Indonesian market</li> <li>2) Discuss the relationship between market segmentation, market targeting and positioning</li> <li>3) Choose and communicate an effective positioning</li> <li>4) Discuss the criteria for an effective positioning in the market</li> <li>5) Discuss the importance of differentiation strategy in positioning a product</li> <li>6) Discuss positioning variables and positioning strategy</li> <li>7) Identify the common mistakes in positioning a product</li> </ol>
6	<p><b>Product Policy</b></p> <p>In planning its market offering, the marketers need to start with formulating an offering of the product to the market. Understanding the product is an important issue for the marketers. Especially in the Asian market small packages and low price (&gt; chapter 7) is very important. By the end of this session, the student should be able to:</p> <ol style="list-style-type: none"> <li>1) Defining product</li> <li>2) Identifying the five levels of product</li> <li>3) Defining product packaging and its functions</li> <li>4) Identifying product mix, product-line, and product brand decision</li> <li>5) Understanding new-product development process</li> <li>6) Explain the importance of developing new products and describe the six categories of new products</li> <li>7) Explain the steps in the new product development process</li> <li>8) Defining product policy and service quality</li> <li>9) Explain the concept of product life cycles (PLC)</li> <li>10) Discuss the marketing strategies for PLC</li> </ol>
7	<p><b>Setting the Price for the favourable marketing</b></p> <p>Price is the only marketing mix element that produces revenue. A firm must set a price for the first time when the firm develops a new product or introduces their product into a new distribution channel or geographical area, and when enters bids or new contract work. By studying this section, the student should be able to:</p> <ol style="list-style-type: none"> <li>1) Understand pricing and strategic role of pricing for low income groups in</li> </ol>

	<p>Asia, specially in Indonesia (180 ethnic groups!)</p> <ol style="list-style-type: none"> <li>2) Identify price setting alternatives</li> <li>3) Explain the decision making process in price-setting</li> <li>4) Define the factors influencing the decision making process in price setting</li> <li>5) Select appropriate pricing objectives</li> <li>6) Factors affecting price objectives</li> <li>7) Identify price/quality strategy</li> <li>8) Identify different method of pricing</li> <li>9) Adapt prices to variations in market circumstances</li> </ol>
8	<p><b>Managing Channel of Distribution</b></p> <p>Most producers do not sell their goods directly to the final users. Between producers and the final users stands a marketing channels or distribution channels. Marketing or distribution channel decisions are among the most critical decisions facing management. After studying this topic, the student should be able to:</p> <ol style="list-style-type: none"> <li>1) Define distribution channel – very different to the Western countries</li> <li>2) Identify the broad categories of distribution channel</li> <li>3) Define distribution channel functions</li> <li>4) Identify issues in channel management</li> <li>5) Discuss distribution strategy</li> <li>6) Discuss channel management</li> <li>7) Discuss channel dynamics</li> <li>8) Identify challenges and prospects of distribution channel in Asia</li> </ol>
9	<p><b>Designing the Effective Promotion</b></p> <p>Promotion can take a variety of forms in its efforts to keep members of targeted audience informed about the company, its product, its pricing structure and its distribution. By the end of this section, the student will be able:</p> <ol style="list-style-type: none"> <li>1) Defining promotion and promotion mix</li> <li>2) Discuss the effectiveness of promotion mix. Keep in mind: still 90% of all consumer in Indonesia still live on the country side</li> <li>3) Defining advertising, sales promotion, personal selling, and publicity</li> <li>4) Identify how does communication work, just keep in mind: 17.000 islands</li> <li>5) Identify the factors affecting communication process</li> <li>6) Define criteria for designing effective promotion</li> <li>7) Reorganize the major decision sequence for developing promotion mix</li> </ol>

	<ol style="list-style-type: none"> <li>8) Identify the Response Hierarchy Model</li> <li>9) Discuss the factors affecting the communication process</li> <li>10) Discuss the significance of Integrated Marketing Communication (IMC)</li> </ol>
10	<p><b>Supply Chain Management in Marketing</b></p> <p>Supply chain management is the term used to describe the management of the flow of materials, information, and funds across the entire supply chain, from suppliers to producers, to final assembler to distributors, and ultimately to the consumer. Many managers now realize that actions by one member of the chain from the source to the point of consumption can influence the profitability of all others in the chain. Remember: SCM in emerging countries works very differently. After studying this topic, the student will be able to:</p> <ol style="list-style-type: none"> <li>1) Define supply chain management and discuss its benefits</li> <li>2) Understand the characteristics of Supply Chain Management</li> <li>3) Describe the logistical components of the supply chain</li> <li>4) Define and discuss supply chain management</li> <li>5) Discuss the concept of balancing logistics service and cost</li> <li>6) Define and discuss Just-in-Time Manufacturing</li> <li>7) Define and discuss Demand Chain Management</li> <li>8) Discuss new technology and emerging trends in supply chain management</li> </ol>
11	<p><b>Consumer Behaviour</b></p> <p>The goal of marketing is to meet and satisfy target customer's needs and wants. The field of consumer behaviour studies how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Understanding consumer behaviour and knowing customers are never simple. By learning this section, the student should be able to:</p> <ol style="list-style-type: none"> <li>1) Define consumer behaviour (remember: in Indonesia 180 ethnic groups)</li> <li>2) Discuss the importance of understanding consumer behaviour</li> <li>3) Identify factors affecting consumer behaviour</li> <li>4) Discuss buying decision process</li> <li>5) Identify the process of adopting the product</li> <li>6) Identify Response Hierarchy Model</li> <li>7) Differentiate High and Low Involvement purchase decision</li> <li>8) Understand Indonesian customer behaviour characteristics</li> </ol>
12	<p><b>Designing and Managing Global Marketing Strategies</b></p> <p>Global firms plan, operate, and coordinate their activities on a worldwide basis. After studying this chapter, the student will be able to:</p> <ol style="list-style-type: none"> <li>1) Understand what factors should a company review before deciding to go</li> </ol>

	<p>abroad</p> <ol style="list-style-type: none"> <li>2) Decide which market / which island (Indonesia has 17.000) to enter</li> <li>3) Decide how to enter the market</li> <li>4) Decide the marketing program for the Asian market</li> <li>5) Understand the growing use of integrated marketing</li> <li>6) Understand publik and ethical issues in the use of direct marketing</li> </ol>
13	<p><b>Preparing Effective Marketing Plan</b></p> <p>The results of the various of related topics learned by student before should be summarized in a detailed formal marketing plan. Marketing plans vary in timing, content, and organizations across companies. By the end of this section, the student will be able to:</p> <ol style="list-style-type: none"> <li>1) Define marketing plan</li> <li>2) Understand two types of marketing plan</li> <li>3) Identify contents of a marketing plan</li> <li>4) Build strategic situation summary</li> <li>5) Write a marketing program</li> <li>6) Prepare contingency plan</li> </ol>
14	<b>Summary of Marketing Course</b>

Besides those topics, the course also provides a one – hour weekly lecture related to special topics, i.e. the traditional and art market in Indonesia, Multilevel marketing and its misused in Indonesia, Marketing of small scale enterprises' products in Indonesia, cultural characteristics of Indonesian customers, Implication of the cultural aspects in marketing program in Indonesia, Travel and hospitality service marketing and marketing program of Bali as a world tourist destination. Group case studies in marketing will be given four times in a semester.

#### D. Reference Textbooks:

1. Philip Kotler: Marketing Management, Planning, Implementation and Control. Prentice Hall, Millenium Edition, 2014
2. Philip Kotler, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan: Marketing Management, An Asian Perspective, Prentice Hall, Singapore, 2013
3. Philip Kotler, John Bowen, James Makens: Marketing for Hospitality and Tourism, Prentice Hall, New Jersey 2013
4. Christopher Lovelock, Jochen Wirtz, Hean Tat Keh: Services Marketing in Asia, Managing People, Technology and Strategy, Prentice Hall 2005
5. Robert Reid, David C Bojanic: Hospitality Marketing Management, John Wiley & Sons, USA 2006
6. Martin Roll: Asian Brand Strategy, Singapore 2005
7. Bernd Schmitt, Leonard Lee: The psychology of the Asian Consumer, Singapore 2014
8. Lan Geok Theng: Business Marketing, An Asian Perspektive 2007

9. Orville C. Walker, John W. Mullins, Harper W. Boyd, Jean-Claude Larreche:  
Marketing Strategy: A Decision Focused Approach, McGraw Hill, NY  
2013

**E. Course Assessment**

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|------------------------------------|------|
| 1. Active participation            | 5 %  |
| 2. Group Case Studies              | 20 % |
| 2. Group and individual assignment | 25 % |
| 3. Written examination             | 50 % |

**F. Workload**

Workload: in class 52 hours, in total 210  
Attendance: 75% (signature)

**G. ECTS**

8 ECTS

**H. Lecturers**

Wardana, Prof. Dr. I Made , SE.,MP  
Warmika, Drs. I Gde Ketut , MM

according plan, updated list see attachment  
lecturer may change without notice