

## MARKETING MANAGEMENT

### 24 *Session*

Hybrid  Class

Not only discussing concepts, the marketing management module also discusses the important role of marketing acting for profit-oriented and non-profit organizations. Marketing today is not only part of the organization, but it is very important to support the company's efforts to achieve its vision, mission and strategic plans. Marketing efforts will be more productive if all divisions work together to achieve company goals.

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### Learning Objectives

- Increase understanding in the field of marketing, and be able to apply it in the company's marketing strategy
- Improve the Marketing Executive's ability to formulate and use marketing plans and strategies
- Develop the Marketing Executive's sensitivity to opportunities or problems in the product or service provided
- Enable the Marketing Executive to collaborate with other functional executives in achieving company goals
- Understand the current development of marketing strategies.

### Learning Coverage

- **Consumer Behavior**
  - Marketing Framework (Value Creation Strategy)
  - Consumer Behavior : Cognitive & Affective Approach
  - Consumer Behavior : Behavioral Approach
  - Customer Value
  - Marketing Research
  - Market Analysis, Market Potential, Demand Analysis
- **Marketing Management**
  - Segmenting and Targeting
  - Differentiation & Positioning
  - Branding Strategy
  - Product (Goods) Strategy
  - Product (Services) Strategy
  - Pricing Strategy
  - Channel Strategy
  - Integrated Marketing Communication Strategy
  - Competitor Analysis
- **Marketing Strategy**
  - Marketing Plan
  - Marketing Strategy
  - B2B Strategy
  - Digital Marketing
  - Customer Satisfaction and Relationship Marketing

## Learning Method

- Synchronous online learning and hybrid learning
- Case study
- Group discussion
- Exam
- Guest speaker.

## Participants

- Business practitioners or entrepreneurs, who need to plan a marketing strategy for the products or services they produce
- Professionals in the field of marketing who wish to increase their understanding/ abilities in the current marketing field
- Professionals across functions within the company, who want to know the field of marketing to support the field/ function they are handling
- Professors, Lecturers, Teachers, and Consultants who wish to broaden their horizons in marketing.

Starts:

**7 February 2025**

**13 June 2025**

**8 October 2025**

**Monday, Wednesday & Friday**

07.00 – 09.00 pm

**Prasetiya Mulya Campus**

Jl. R.A. Kartini (TB Simatupang)

Cilandak Barat

Jakarta Selatan 12430

**IDR 18.000.000,-**

Subject to 11% VAT.

Online via  
**ZOOM**



### Early Bird:

Investment fee deduction of 7.5% for payments made 5 (five) days prior to the program commencement.