

Description of Course Unit according to the ECTS User’s Guide 2021

|  |  |
| --- | --- |
| Course unit title | Marketing Theory |
| Course unit code | MNP801 |
| Type of course unit (Compulsory, optional) | Optional |
| Level of course unit (according toEQF: first cycle Bachelor, second cycle Master) | The Third Cycle of Doctoral Degree Program |
| Year of study when the course unit is delivered(if applicable) |  2020 - 2021 |
| Semester/trimester when the course unit is delivered | 3rd Semester of Doctoral Study |
| Number of ECTS credits allocated | 4.8 Credits |
| Name of lecturer(s) | 1. Prof. Dr. Sri Wahyuni Astuti, S.E.,M.S.
2. Prof. V.Henky Supit,SE
3. Sri Gunawan DBA.
 |
| Learning outcomes of the course unit | By the end of the course, the students are expected to gain the following competencies:* Analyzing and developing marketing ideas, concepts and theories; with logical, critical, systematic and creative thinking.
* Developing comprehensive arguments, and scientific solutions in marketing field logically and critically based on the empirical facts in order to build scientifically and justifiable concepts and theories according to the academic ethics.
 |
| Mode of delivery (face-to-face, distance learning) | 1. Face-to-face
2. Distance learning using AULA UNAIR (due to pandemic COVID-19 situation)
 |
| Prerequisites and co-requisites (if applicable) |  - |
| Course contents | Learning materials for this course are described in the following materials: * Forming a student’s scientific marketing mindset
* Scientific Law
* Theory Construction in Marketing
* The School of Marketing Thought
* Theory Bundling
* Role Theory in Marketing
* Consumer Culture Theory
* Relationship Theory in Marketing
* Service Dominant Logic
* Resource Advantage Theory and The End of Marketing.
 |
| Recommended or requiredreading and other learning resources/tools | Followings are the literature references the students can refer to each week: Books:1. Kuhn, Thomas S. 1996. *The Structure of Scientific Revolutions*. Chicago :University of Chicago Press
2. Popper, Karl R. 2002. *The Logic of Scientific Discovery*. New York: Harper & Row.
3. Hunt, Shelby D. 2010. *Marketing Theory; Foundations, Controvercy, Strategy, Resource-Advantage Theory*. NY: M.E. Sharpe.
4. Jagdish N. Sheth., et al. 2005. *Marketing Theory: Evolution and Evaluation*. John Wiley & Sons Incorporated.

Articles:1. Hyman, MichaelR. Robert Skipper and Richard Tansey (1991), “Two Challenges for the three Dichotomies Model, AMA Winter Education Conference
2. Hutchinson Kennerh D.(1952). “Marketing as a Science : An Appraisal”, Journal of Marketing 16 (January), 286-293
3. Bartels, Robert (1974), “The Identity Crisis in Marketing”, Journal of Marketing 38 (October), 73-76
4. Robin, Donald P. (1970), “Toward a Normative Science in Marketing”, Journal of Marketing 14 (Octozber), 73 – 76.
5. And other several articles, with topics adapted to learning materials.
 |
| Planned learning activities and teaching methods | * Lectures
* Discussion or Work Group
* Presentation
 |
| Language of instruction | * English
* Indonesia
 |
| Assessment methods and criteria | In order to pass this course, the students must meet the followings:* Being punctual and meeting 75% attendance of the scheduled classes.
* Achieving a satisfactory attempt at all assessment tasks listed below:

Assessment details:* Weekly assignment: 10%
* Student’s individual participation: 30%
* Mid semester examinations: 30%
* Final semester examinations: 30%
 |

© FIBAA – December 2020