

MARKETING MANAGEMENT NILAI DAN DIGITAL- MM560



2025-26

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MEETING 01



THE ROLE OF MARKETING

1. THE FUNCTIONAL
AND A CROSS-
FUNCTIONAL
PERSPECTIVE

2. MARKETING
ACTIVITIES:
KNOWLEDGE AND
SKILLS

3. INCREASINGLY
EMPHASIZE THE
CROSS-FUNCTIONAL
PERSPECTIVE

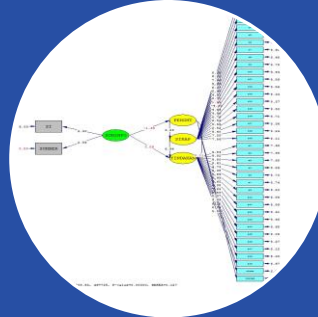
4. PERFORMED BY
MARKETING
SPECIALISTS

5. CUSTOMER VALUE-
CREATING BUSINESS
PROCESS AND NETWORKS,
SATISFYING THE NEED AND
WANTS, , THE IMPORTANT
STAKE HOLDERS

THE GRAND THEORY



GRAND
THEORY



MIDDLE
RANGE
THEORY



APPLIED
THEORY



THE ORGANIZATIONAL THEORY → MARKETING SCOPE

THEORY

1. ADJUSTMENT-COST THEORY OF THE FIRM, 2. AGENCY, 3. BEHAVIORAL THEORY OF FIRM, 4. BOUNDED RATIONALITY THEORY, 5. COMPETENCE BASED THEORY, 6. CONTINGENCY THEORY, 7. ECLECTIC THEORY OF INTERNATIONAL PRODUCTIONS, 8. GAME THEORY, 9. INDUSTRIAL ORGANIZATION, 10. INFORMATION ECONOMICS THEORY, 11. INSTITUTIONAL THEORY,

12. KNOWLEDGE-BASED VIEW OF THE FIRM, 13. NETWORK THEORY, 14. ORGANIZATIONAL ECOLOGY, 15. PROSPECT THEORY, 16. REAL OPTIONS THEORY, 17. RESOURCE-ADVANTAGE THEORY, 18. RESOURCE-BASED VIEW OF THE FIRM, 19. RESOURCE DEPENDENCE THEORY, 20. SERVICE-DOMINANT LOGIC, 21. SIGNALING THEORY.

22. SOCIAL CAPITAL THEORY, 23. STAKEHOLDER THEORY, 24. STRATEGIC CHOICE THEORY, 25. SYSTEM THEORY, 26. THEORY OF COMPETITIVE RATIONALITY, 27. THEORY OF MULTIMARKET COMPETITIONS, 28. THEORY OF THE GROWTH OF THE FIRM, 29. THEORY OF THE MULTINATIONAL ENTREPRISE, 30. TRANSACTION COST ECONOMICS, 31. UPPER ECHELONS THEORY.

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THE REFERENCE & PUBLISHPMENT



Susilo, Wilhelmus Hary, (2021)(026):Business Management: A New Paradigm, Vol.3, Integrated Publication.
New Delhi, India, ISBN: 978-93-90471-43-0.



Susilo, Wilhelmus Hary, (2021)(025): MARKETING: The theory contribution and pursuit the best achievement in business- ELIVA PRESS- Publishing, ISBN: 9781636483085

BOOKS



BOOKS

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LAMBERT, Academic Publishing, ISBN: 978-620-0-56755-0



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MEETING 01





MODUL 01

- Marketing Not Static
- Paradigm

WEEK
of 1st



MARKETING IS NOT STATIC

- OVER THE PAST DECADE, PRODUCT MANAGEMENT HAS BECOME A GLOBAL CONCEPT, AND THERE IS NO REASON WHY THIS TREND WILL NOT CONTINUE IN THE FUTURE. MARKETING IS NOT STATIC BUT AN EVOLVING DISCIPLINE. IN THIS NEW GLOBAL MARKETPLACE, RESPONSE TIME TO A CHANGING SITUATION IS CRITICAL TO SUCCESS.

EMERGING PHENOMENA MARKETING

- THE CHARACTERISTICS OF EMERGING PHENOMENA BY YADAV (2018), IN MARKETING MAY INCLUDE OF SUBSTANTIVE CONTEXTS WITH: (1). NEWEST INOVATION IN TECHNOLOGY, (2). NEW METHODS OF SELLING AND (3). HOW FIRMS AND CONSUMERS COMMUNICATED EACH OTHER.





PARADIGMA FUTURE MARKET PLACE

- THE MODEL THAT WILL ASSIST COMPANIES TO IMPROVE PLANS FOR THE FUTURE MARKETPLACE. PRESENT A NEW CONCEPT, "EDITED PLATFORMS," AS A CONSUMER AWARE, BUT COMPANY DRIVEN, PRODUCT DEVELOPMENT MODEL.

[ADAMS, RUSSELL; DOWNEY, CLARA](#) [AUTHOR INFORMATION . JOURNAL OF MARKETING THEORY AND PRACTICE 24.2](#) (SPRING 2016): 224-235.

EDITED PLATFORMS

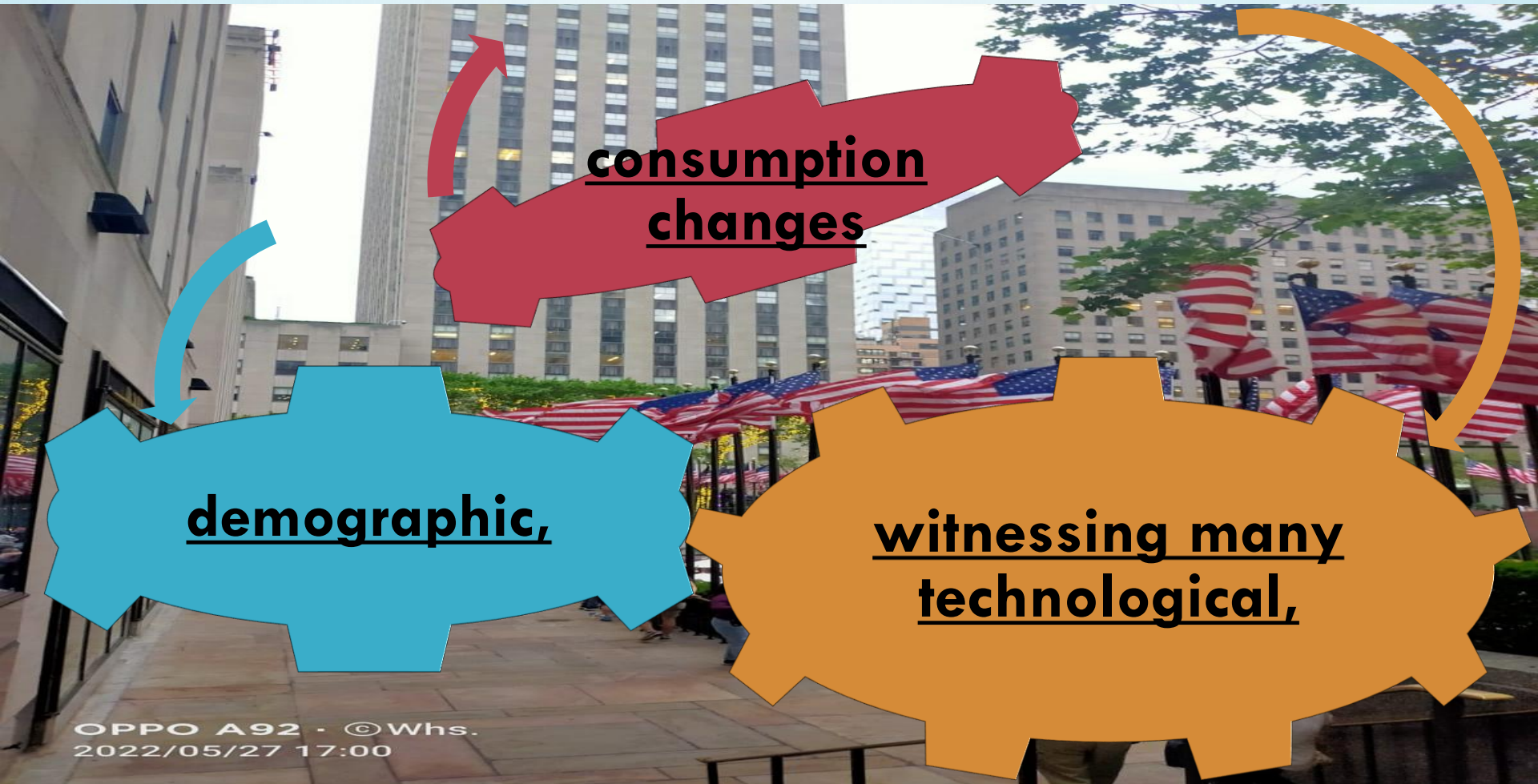
PLATFORMS

as a
consumer
aware,

but company
driven,

product
development
model

MODERN WORLD

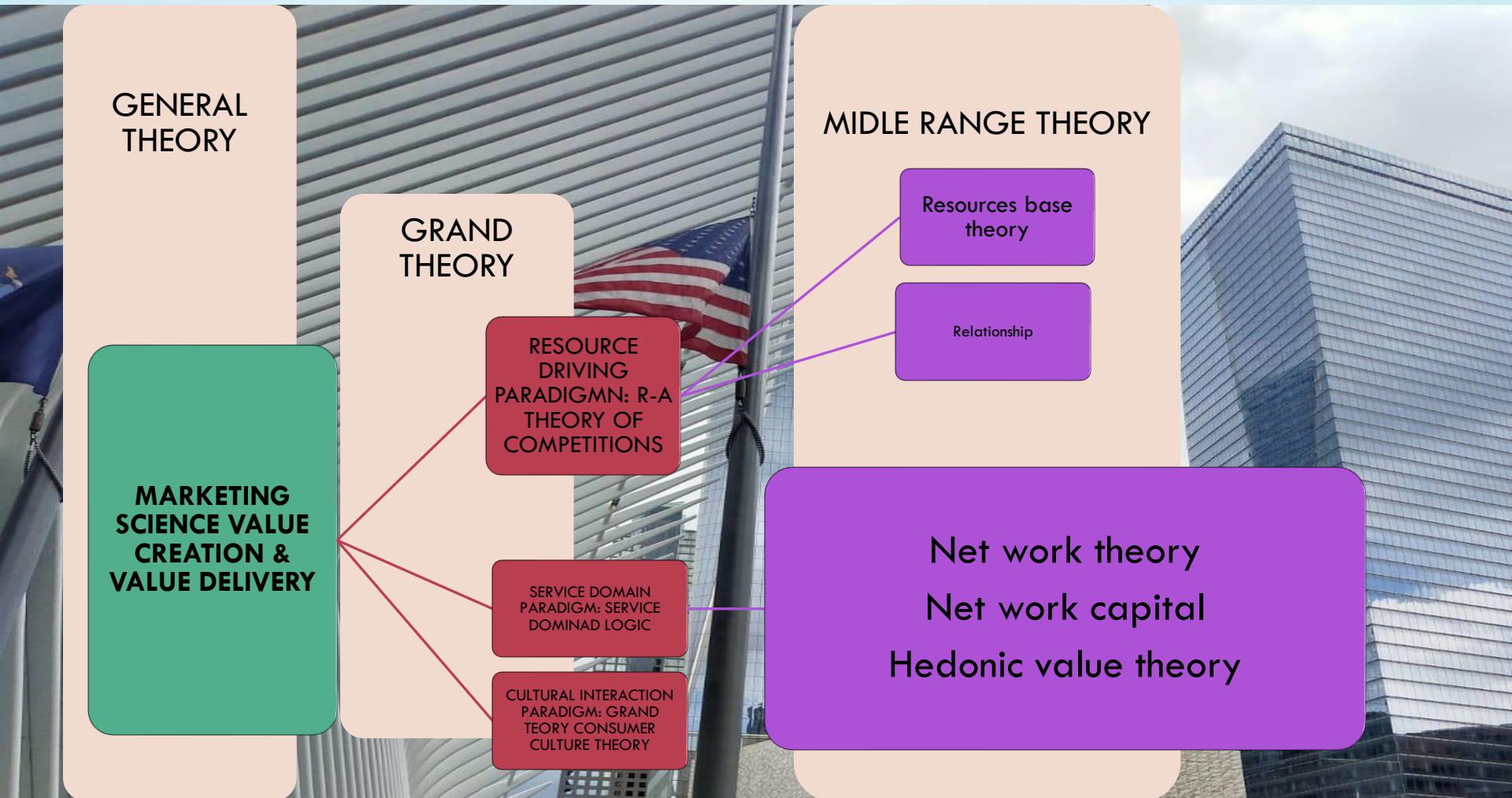


consumption
changes

demographic,

witnessing many
technological,

PARADIGM IN MARKETING THOUGHT



MARKETING IS (HULT, 2011)

COMPOSED OF THREE PRIMARY CUSTOMER VALUE-CREATING PROCESS

**1. PRODUCT
DEVELOPMENT
MANAGEMENT:**
creating solutions the
customers wants.

**2. SUPPLY CHAIN
MANAGEMENT:**
acquiring physical and
information then
transforming them into
customer solutions'
input

**3. CUSTOMER
RELATIONSHIP
MANAGEMENT:**
identifying customers,
creating customer
knowledge, building
customer relationships,
and shaping customer
perceptions

MARKETING THEORY 01



UPPER ECHELONS THEORY (HAMBRICK, 2005)

- Integrates literatures from **various fields on characteristics of top managers** as managerial background characteristics
- Organization outcomes, **strategic choice & performance level**

ORIGINAL
SCOPE

MARKETING
SCOPE

- Centers on the characteristics of top marketing managers, **choice to structuring marketing organizations & developing Marketing strategy, the market performance choice and Related Decisions.**
- The key of Premise: major Marketing outcome are largely **a Function of decisions making of Top Marketing executives of the Marketing Organizations.**

THE MARKETING INSIGHTS

Market exchange

- Marketing strategy issues
- Practice
- Higher degrees of creativity
- Proactive with marketing efforts.
- Responsive in the market place.
- Targeting explicit customer needs and Latent customers.

Internal organization

- Decisions about marketing organization properties
- Managerial backgrounds of the top marketing managers.
- Job Integrations with others.

MARKETING THEORY 02



KNOWLEDGE BASED VIEW OF THE FIRM THEORY (GRANT, 2002)

ORIGINAL SCOPE

- The emerging knowledge-based view of the firm is not a theory of the firm in any formal sense.
- The characteristics of knowledge & the knowledge requirements of production.
- Integrating knowledge.

MARKETING SCOPE

- Characteristics of market and marketing knowledge.
- The knowledge requirement of developing and implementing marketing strategy.
- The marketing Organization is conceptualized as an Institutions for Integrating Market and Marketing Knowledge.

MARKETING INSIGHTS: MARKETING PROFESSIONALS SPECIALIZING IN KNOWLEDGE

THE VALUE

PRODUCTION
GAINS

KNOWLEDGE
ACQUISITIONS &
ORGANIZATIONAL
MEMORY STORAGE

DEVELOPMENT OF
MARKETING STRATEGY
& **ACCOMPANYING
PRODUCT AND SERVICE
ASSORTMENT/
BERAGAM- REQUIRED**

WIDE RANGE OF
SPECIALISTZED
MARKET &
**MARKETING
KNOWLEDGE**

NEXT-02





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Q-A

