

The background of the cover is a dark blue gradient with a central, semi-transparent globe showing the continents. The globe is surrounded by a complex, abstract geometric pattern of thin, light blue lines that form a series of overlapping, curved planes, creating a sense of depth and movement.

EXECUTIVE MBA
**STRATEGIC
MARKETING**

Batch 9
Class of 2025

WHY SMEMBA?

- 1. Global Recognition:** SBM-ITB as one of the best specialized universities in Asia and the world. Its research rankings, programme rankings, accreditations and professional recognition are testaments to its achievements and Standing.
- 2. Interactive Pedagogy:** SMEMBA interactive, experience learning method, and case learning under the mentorship of the thought leaders and subject experts from both academic and practitioner view to hone your analytical, decision making, leadership in the dynamic market.
- 3. Innovative Curriculum:** Stay relevant with courses that combine cutting-edge research and up-to-date knowledge with best business practices.
- 4. Networking and Career Opportunities:** SMEMBA has a diverse student population from various industry and backgrounds, bringing equally diverse personal and professional experience into your network. Taking advantage of comprehensive guidance from our dedicated career services to aid your career transition or advancement.

IDEAL FOR

Professionals who have minimum 3 years working experience who are interested in sharpen their strategic decision-making skill based on marketing outlook to grow business.

PROGRAM OVERVIEW

Executive MBA in Strategic Marketing SBM ITB & MarkPlus Institute is the first and the only one postgraduate program in strategic marketing in Indonesia. Conducted all in English, the program is designed to give you the understanding of how marketing strategy should be formulated in the landscape of new Indonesia and the new ASEAN as well.

Most subjects are designed to give a more contextual point of views according to what happen in Indonesia now and in the near future. On top of that, this program also includes the relevance of ASEAN Economic Community as one important aspect of marketing in viewing ASEAN as big and promising one single borderless market.



400+

**Alumni
& Students**



**Diverse
Industries**



ADVANCING YOUR CAREER WITH STRATEGIC MARKETING EMBA

In 2015, MarkPlus, Inc. and SBM-ITB collaborating to form the first and only Executive MBA in Strategic Marketing discuss a more strategic role of marketing. Aligned with the landscape of new Indonesia and new ASEAN, S MEMBA program is designed to give a more contextual point of views according to current business landscape by bridges research-backed concepts into practice, empowering you to transform knowledge into impact.

Our hand-selected global cohort of mid-to-senior level professionals and leaders value collaboration, diverse perspectives, and the exchange of knowledge to craft effective solutions and approaches to all learning participants.



PROGRAM COURSE



Language
English



Completion
18 Months



Start Date
February



Tuition Fee
Rp. 126.150.000

BUSINESS ETHICS, LAW & SUSTAINABILITY

Business Ethics, Business Law, Socially Responsible Business.

MARKETING MANAGEMENT

Marketing 3.0, Marketing 4.0, New Wave Marketing and Entrepreneurial Marketing

FINANCE MANAGEMENT

Integrating Marketing & Finance, Financial Statement Analysis

ACCOUNTING

Accounting in Marketing and Business Perspective

PEOPLE IN ORGANIZATION

Leading & Managing Generational Gap, Talent Management, Organization Culture

DECISION MAKING & NEGOTIATION

Decision-Making Process, Collaborative Problem Solving.

OPERATION MANAGEMENT

Operation Strategy, project & Quality Management, Supply Chain Management

BUSINESS ECONOMICS

Business Landscape Analysis, Disruptive Technology & Business Dynamics

INTERNATIONAL MARKETING MANAGEMENT

Marketing in ASEAN, Marketing in global scale.

BRAND & MARKETING COMMUNICATION

Branding in Omnichannel, Digital & Mobile Marketing, Marketing 5.0.

CONSUMER BEHAVIOR

Customer Path in Digital Era, Consumer Research: Online & Offline, Consumer and Big Data Analysis

BUSINESS STRATEGY & ENTERPRISE MODELLING

Strategy Formulation & Execution, Competitive Advantage, Enterprise Modelling in Digital Age

Semester 1

Semester 2

Semester 3

Short Semester

FACULTY MEMBERS



Dr. (H.C.) Hermawan Kartajaya

Founder and Chair
MCorp



Dr. Agung Wicaksono

Academic Committee
SBM ITB Jakarta Campus



Dr. Jacky Mussry

CEO
MarkPlus Institute



Dr. Yos Sunitiyoso

Director
SBM ITB Jakarta Campus



Iwan Setiawan, MBA

CEO
MarkPlus, Inc. & Marketeers



Yudo Anggoro, Ph.D

Director of Center for Policy
and Public Management SBM ITB



Ardhi Ridwansyah, M.Si

COO
MarkPlus Institute



Yosanova Savitry, MBA

Deputy CEO
MarkPlus Institute

ADMISSION

To be admitted, a candidate must have an excellence degrees from reputable university with minimum of B accreditation and with 3-15 years of working experience. In the selection process, you must also pass the TPA Bappenas (min score 475), ELPT ITB (min. score 90), and interview.



TPA Bappenas
(min score 475)



ELPT ITB
(min score 90)



Interview

Admission will start on September 2024

TUITION FEE

Here is the breakdown of the tuition fee:

TUITION FEE 1	35.000.000
TUITION FEE 2 (SHORT SEMESTER)	35.000.000
TUITION FEE 3	21.150.000
TUITION FEE 4	35.000.000
Total	126.150.000

DIVERSE MIND, DIVERSE PERSPECTIVE

Our participants come from a range of backgrounds, industries and organisations. This diverse mix contributes to a more enriching and dynamic learning experience for all.



60 Cohort Size



30 Average Age



**6 Years Average
Working Experience**



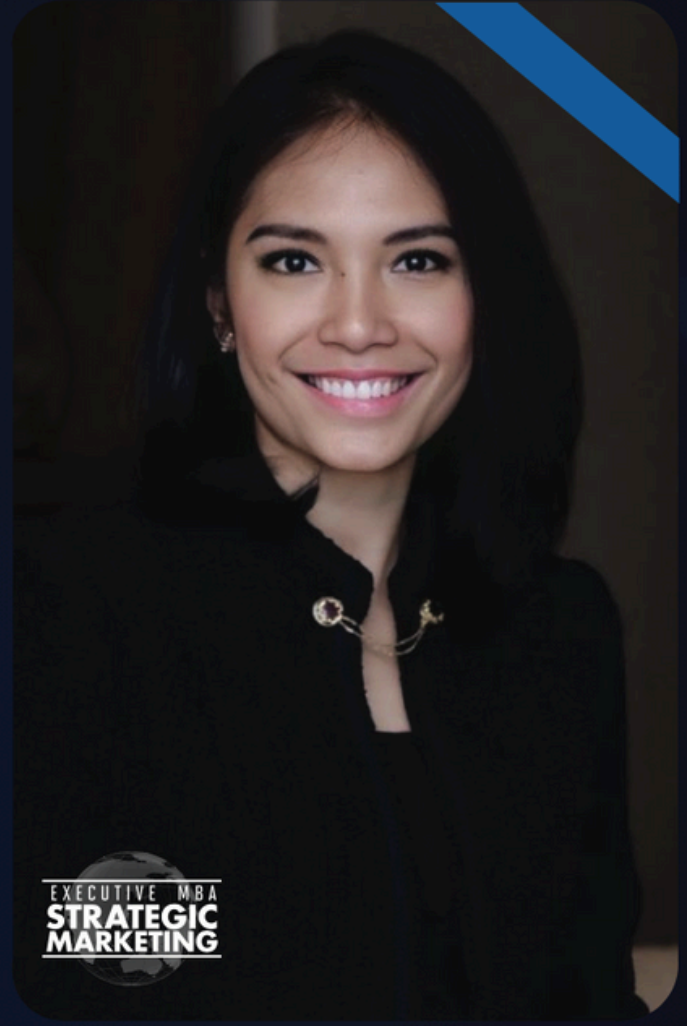
17 Industries

ALUMNI & STUDENT STORIES



Global Recognition: SBM-ITB as one of the best specialized universities in Asia and the world. Its research rankings, programme rankings, accreditations and professional recognition are testaments to its achievements and Standing.

Hanas Nurpijar Kaloka
Communication Specialist Manager
APAC and Indonesia
Cargill



Taking this program is a good decision to develop my business skill as I work for a multinational company that requires to think strategically and innovatively. I also have a networking opportunity while sharpening my perspective of business and market trends. It has transformed me in a way of managing a business.

Riris Tobing
Product Marketing Director
ABB

OUR ALUMNI PREVIEW



BCA

SIG

KAI

Commuter



BANK BRI

accenture

Garuda Indonesia



PELINDO

L'ORÉAL
INDONESIA



MUFG



PERTAMINA

Bank



BTN



antam



BSDCITY

Big City. Big Opportunity



DANA



gojek



seek asia



Nestlé



OTORITAS
JASA
KEUANGAN

Glico



blibli



DANONE
ONE PLANET. ONE HEALTH



BNI

antv



JASAMARGA
Indonesia Highway Corp.



ByteDance



ASTRA international

OUR ALUMNI PREVIEW

Education Background



Art : 2%



Math & Natural
Science : 6%



Law : 1%



Health Care : 2%



Literature : 2%



Social Science : 9%



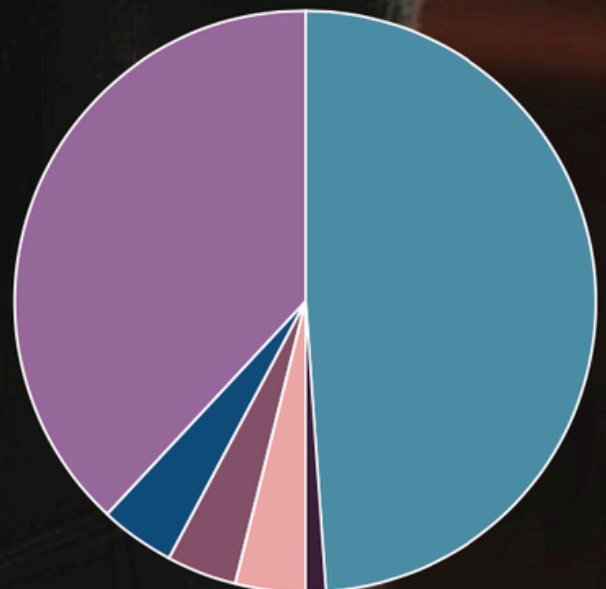
Technology &
Engineering : 45%



Business : 33%

Careers Statistics

● C Level	: 4%
● Director	: 4%
● Head	: 4%
● Manager	: 49%
● Office & Senior Office	: 38%
● VP	: 1%





AACSB
ACCREDITED

SBMTB
School of Business & Management



MARKPLUS
INSTITUTE

The First and The Only Postgraduate Program in Strategic Marketing in Indonesia

Intake:
Feb 2025

Registration:
Start on Sep 2024



Scan for Details



INFORMATION :

📍 **MarkPlus Main Campus**

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Jl. Casablanca Raya Kav. 88
Jakarta 12870

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