

Struktur Mata Kuliah Program Studi Magister Terapan Pemasaran, Inovasi dan Teknologi

Semester 1					
No.	Kode MK	Mata Kuliah	Jenis		Jumlah SKS
			Teori	Praktik	
1.	PIT1012	Marketing in Digital World	2	1	3
2.	PIT1022	Marketing Management	2	1	3
3.	PIT1032	Consumer Behavior	2	1	3
4.	PIT1042	Technological Innovation & Marketing	2	1	3
5.	PIT1052	Marketing Application	2	1	3
TOTAL			10	5	15

Semester 2					
No.	Kode MK	Mata Kuliah	Jenis		Jumlah SKS
			Teori	Praktik	
1.	PIT2012	Marketing Design Analysis (Big Data)	2	1	3
2.	PIT2022	International Marketing Strategy	2	1	3
3.	PIT2032	Marketing in Distribution Channel	2	1	3
4.	PIT2042	Marketing Research	2	1	3
5.	PIT2052	Marketing Decision Analysis	2	1	3
6.	PIT2062	Understanding Brand	2	1	3
TOTAL			12	6	18

Semester 3					
No.	Kode MK	Mata Kuliah	Jenis		Jumlah SKS
			Teori	Praktik	
1.	PIT3012	Marketing of Service	2	1	3
2.	PIT3022	Social Media Marketing	2	1	3
3.	PIT3032	Marketing for Public Sector	2	1	3
4.	PIT3042	Marketing Communication	2	1	3
5.	PIT3052	Seminar on Research Proposal	2	1	3
TOTAL			10	5	15

Semester 4					
No.	Kode MK	Mata Kuliah	Jenis		Jumlah SKS
			Teori	Praktik	
1.	PIT4012	Thesis	0	6	3
TOTAL			10	5	15
TOTAL SATUAN KREDIT SEMESTER (SKS)					54