

Bringing Innovations of Integrated Marketing Communications Mix to the Job Training I

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Abstract

Students of Industrial Engineering at the University of Surabaya get a marketing management course, which includes the concept of marketing, strategy of segmentation, targeting, positioning, differentiation, marketing mix of product, price, place, and promotion (4P), and Corporate Social Responsibility (CSR). They can practice these theories significantly in the Job Training I. Divided in a team, the students play a role as a manufacturer by making the product as specified, and design appropriate marketing strategies for that product. One is the promotion strategy, the second P of marketing mix. They must be creative and innovative in designing effective marketing communication mix strategies to deliver customer value. There are several methods of promotion that can be used, such as exhibition, advertising (brochures and websites), sales promotion, and personal selling. At the exhibition, they display the products that they have made and present their creativity and innovation in the promotion strategy. To appreciate the creativity and innovation of students, three awards for three categories related to marketing field are provided. First, the best booth at the exhibition is evaluated based on the booth appearance and cleanliness, and the conformity with the Job Training theme. Second, the best negotiator is for the student who can perform the best negotiation and personal selling during the exhibition. Last, the best innovation in marketing is assessed through the number of media promotion used, the effectiveness of the media promotion, the selling innovation, and the team appearance during the exhibition. This event has received good appreciation from the students because through those activities, they can explore their creative ideas and innovation and build good communication and teamwork.

Keywords: promotion, exhibition, innovation

1. Introduction

Students of Industrial Engineering are expected to have knowledge, expertise, and professional attitude, the spirit of entrepreneurship and innovation to face the challenges in the global era. They will have strength in the field of design, implementation, improvement and management of integrated systems in manufacturing and service industries that consist of human, machinery, equipment, money, energy and information through integrative and systemic approach, so that integrated systems can function optimally. Thus students of Industrial Engineering are not only equipped with technical skills, but also managerial expertise and marketing skills (Universitas Surabaya, 2010).

During their study students run the Job Training I as an integrated understanding of the manufacturing industry, particularly relating to design and product development with the main raw material of wood, manufacturing processes, use of machinery and production equipment as well as analysis of all aspects of both technical and non technical, organizational and financial in a manufacturing industry which are simulated on the Teaching Industry. Job Training I has two credits class and prerequisite subjects which

includes Organizational Management, Planning and Production Control, Design and Product Development, Financial Management, and Marketing Management.

The topic of this paper is limited on promotion as one of marketing mix (4P), especially integrated marketing communications in the Job Training I.

The objective of this paper is to present a case study of how students in the Job Training I apply theories of marketing communication mix to the real condition that could describe of how companies communicate the value to the customers through integrated marketing communications in a special event.

2. Theoretical Background

2.1 Promotion

Promotion means activities that communicate the benefits of the product and persuade target customers to buy it (Kotler, 2010). Tools or basic devices of promotion are known as marketing communications mix that consists of advertising, direct marketing, sales promotion, public relation, and personal selling.

Advertising is a paid, non personal form of communication using mass-media channels, such as print, radio, television, billboards, and