



MARKETITION

- BOOKLET -

MARKETING PLAN COMPETITION

PRESENTED BY MANAGEMENT SOCIETY

SCHOOL OF BUSINESS AND ECONOMICS UNIVERSITAS PRASETIYA MULYA



**UNIVERSITAS
PRASETIYA MULYA**
School of Business and Economics

management
society 

The image shows a modern, multi-story building with a prominent glass facade. In the foreground, there is a courtyard with several outdoor seating areas, each featuring a large green umbrella and metal chairs. The scene is bright and sunny, with shadows cast on the ground. The text "BREAKING FREE IN IMPOSSIBILITY" is overlaid in the center in a bold, dark blue font.

**BREAKING FREE
IN
IMPOSSIBILITY**



Overview

Companies constantly pursue competitive advantages to survive competition in the ever changing condition facing the unknown future. Today's competition is getting fierce, it inevitably increases the urgency to seek talents who can lead companies to success. Prasetiya Mulya has addressed such issues by becoming Indonesia's first business school to offer a leading Magister of Management (MM) in 1982. Since then, it has helped Indonesian business people to find and apply the best conceptual solutions to real problems both in Indonesia and overseas.

Prasetiya Mulya Management Society as a student organization, initiates a case-study-based marketing competition, namely Marketition, as an instrument for graduate students to experience and implement business theories to solve real business cases.

Marketition is an annual national event for graduate students from top economics and business schools in Indonesia. This year, we will be holding the 9th Marketition and we are stepping up the competition to the International level. It has been conceived to serve as a platform for:

1. Solving a real marketing case;
2. Generating creative marketing ideas;
3. Networking among business graduate students and marketing decision makers; and
4. Preparing global competitions for both business graduate students and companies.



Our Vision



To become the pioneer of graduate-level marketing plan competition in Indonesia which covers International market as a tool to improve the quality and competence of human resources and businesses by delivering real marketing problems provided by the case provider.

Objectives

1

To become the medium of marketing implementation in real-world context

2

To become the place to generate fresh and creative marketing ideas

3

To build good relationship/partnership among Prasetya Mulya, case contributors (production house), sponsors (company), and other graduate business schools.

4

To become a medium for graduate students and companies to prepare for global competition.

General Benefits

FOR PARTICIPANTS

- 1 Chance to meet the top executives of a great company (case provider) and gain experience from them.
- 2 Confirm and apply marketing concepts/theories.
- 3 Networking with a great company and other graduate students from the top business schools/universities.
- 4 Chance to be a marketer in real study cases.
- 5 Benchmarking the team member's skill & knowledge to other graduate students & preparing for global competition.



Previous Events



Marketition 2012 Case Provider: Campina

The first Marketition was held back in 2012. The total prize pool was IDR 16,000,000. The 35 contestants were given Campina's "LuVe Litee" as the marketing case.



Marketition 2013 Case Provider: Trinity Optima Production

This competition was participated by 64 teams. with a total prize of IDR 20,000,000. Participants were given a case to build a marketing plan regarding Maudy Ayunda's Music Album.



Marketition 2014 Case Provider: Shell

This competition was participated by 57 teams with a total prize of IDR 22,500,000. Participants were given a case to build a marketing plan for Shell Helix HX8 Lubricant.



Marketition 2015 Case Provider: Sembilan Matahari

This competition was participated by 57 teams with a total prize of IDR 27,000,000. Participants were given a case to build a marketing plan for the movie '40 Days in Europe'.



Marketition 2016 Case Provider: Sequis Online

This competition was participated by 46 teams with a total prize of IDR 37,000,000. Participants were given a case to build a marketing plan for Sequis Online.



Marketition 2017 Case Provider: Jenius

This competition was participated by 34 teams with a total prize of IDR 48,500,000. Participants were given a case to build a marketing plan for Jenius by BTPN.



Marketition 2018 Case Provider: Unilever – Wall's

This competition was participated by 45 teams with a total prize of USD 6500. Participants were given a case to build a marketing plan for Wall's.



Marketition 2019 Case Provider: PT. Mitra Pinasthika Mustika Tbk

This competition was participated by 49 teams with a total prize of USD 4200. Participant were given a case to build a marketing plan for BidBox.

Event Description

Technical Meeting

Technical Meeting is an opportunity for Participants to meet with Case Provider(s), in which Case Provider(s) will describe the details of the case. During the meeting, the game plan, rules, and any information that is related to the event will be provided to all participants. Participants will have the opportunity to ask questions that can help them in preparing a solution paper.

Elimination Round

During the elimination round, cases from Case Provider(s) will be solved by Participants. They are given a month's time to work on the case and prepare an executive summary of the solution.

Final Day

In the final day, participants who have passed elimination round will be given the opportunity to pitch their ideas & solutions to panelists and case providers. The final will be held via online platform where there are several activities conducted on this day.

Final Day

Rocket Pitch

12 teams that proceed from the elimination round will get a 3-minute Pitch on all their marketing plan's executive summaries in front of the adjudicators. After this pitch, the adjudicators will be given the opportunity to ask the team about the rocket pitch. In this rocket pitch, which team is considered the best from this pitching and has the right to qualify will be selected again and make the final pitch in front of the adjudicators and case providers.

Final Pitch

Teams that are qualified for the final pitch will be given the opportunity to pitch their Marketing Plan / solution for 10 minutes and at the end of the pitch, there will be a Q & A session with adjudicators for 20 minutes to discuss further about their marketing plan / solution.

Mini Quiz / Mini Talkshow

A practical and educative Talk Show (or Mini Quiz) will be conducted during the lag-time as the adjudicators are deliberating. This will empower Participants and the audience to improve marketing skills about the related industries.

Winner Announcement

The last is the announcement of the winners as well as the distribution of prizes and certificates to the winners by case provider representatives, Marketition committee representatives, and campus representatives.

Schedule



Time & Venue

Technical
Meeting & Case
Assignment

Monday, 5 April 2021

Final Round

Saturday, 12 June 2021
(*via online platform*)

ELIGIBILITY & RULES

- 1 Every marketing plan / solution sent to Marketition must be original, void of plagiarism, and has never been used in other marketing competition.
- 2 Each team consists of 3-5 graduate (Master) students
- 3 Can be from same or different universities, preferably of different majors or background
- 4 Each university / institute / business school may send more than 1 team
- 5 Each team may represent the same school or on personal behalf (across universities)
- 6 Each participant may only be registered on 1 team and cannot be substituted for any reason
- 7 Participant who are already working have to provide their job identity card and a statement letter from their employing company.
- 8 Participant must attach a statement letter from their respective institute / university testifying their active status as student



PRIZE

1	1.724 USD	1 st Winner
2	790 USD	2 nd Winner
3	359 USD	3 rd Winner
4	108 USD	Best Pitching



OFFICE

Management Society

Universitas Prasetiya Mulya

Jl. R.A. Kartini (TB Simatupang)

Cilandak Barat, Jakarta 12430

MAIL & WEBSITE

Email : marketition@prasetiyamulya.ac.id

Website : www.ideacraft.id/marketition/

SOCIAL MEDIA

Instagram : [marketition.id](https://www.instagram.com/marketition.id)

Facebook : [Marketition PMBS](https://www.facebook.com/MarketitionPMBS)



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