

32. MARKETING MANAGEMENT

	<b>Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya</b> <b>Program Studi S1 Manajemen</b> <b>Bachelor Degree of Management Study Program</b>					<b>Document Code</b>
<b>Semester Lesson Plan</b>						
<b>COURSE</b>	<b>CODE</b>	<b>CLUSTER</b>	<b>WEIGHT (credits)</b>		<b>SEMESTER</b>	<b>Compilation Date</b>
<b>Manajemen Pemasaran Marketing Management</b>	MKB 130217	Marketing	<b>T=3</b>	<b>P=0</b>	3	
<b>AUTHORIZATION</b>	<b>Developer</b>		<b>Coordinator</b>		<b>Head of the Study Program</b>	
			<b>Ira Ningrum Resmawa,SE.,MM.,CMA Dr.Gogi Kurniawan,SE.,MM</b>		<b>Ira Ningrum Resmawa,SE.,MM.,CMA</b>	
<b>Program Learning Outcome (PLO)</b>	<b>PLO charged in this course</b>					
	CPL1 PLO1	Lulusan mampu menguasai teori bidang manajemen secara menyeluruh. Graduates are able to master the theory of management.				
	CPL8 PLO8	Lulusan mampu mengelola organisasi secara etis. Graduates are able to manage organizations ethically.				
	CPL9 PLO9	Lulusan mampu mengembangkan jiwa entrepreneurial leadership secara berkelanjutan. Graduates are able to develop an entrepreneurial leadership in a sustainable manner.				
	<b>Course Learning Outcome (CLO)</b>					
	CPMK1 CLO1	C4. Mahasiswa mampu menguraikan secara tepat teori-teori dalam studi Manajemen Pemasaran. C4. Students are able to describe precisely the theories in Marketing Management.				
	CPMK2 CLO2	A5. Mahasiswa mampu menunjukkan karakter Iman, cerdas, mandiri, jujur, peduli dan tangguh di dalam kegiatan pembelajaran manajemen pemasaran				

	A5. Students are able to show the character of religious, smart, independent, honest, caring, and resilience in marketing management learning activities.								
	<b>Expected ability of each learning stage (Sub-CLO)</b>								
	Sub-CLO1 C4. Students are able to describe marketing management theories.								
	Sub-CLO1 C4. Students are able to describe marketing insights.								
	Sub-CLO3 C4. Students are able to describe relationships with customers.								
	Sub-CLO4 C4. Students are able to describe a strong brand.								
	Sub-CLO5 C4. Students are able to describe value creation.								
	Sub-CLO6 C4. Students are able to describe the delivery of values.								
	Sub-CLO7 C4. Students are able to describe responsible marketing								
	Sub-CLO8 C4. Students are able to describe global marketing.								
	<b>Correlation of CLO to Sub-CLO</b>								
		Sub-CLO1	Sub-CLO1	Sub-CLO3	Sub-CLO4	Sub-CLO5	Sub-CLO6	Sub-CLO7	Sub-CLO8
	CLO1	√	√	√	√	√	√	√	√
	CLO2	√	√	√	√	√	√	√	√
<b>Brief description of the course</b>	In the Marketing Management course, students learn to describe theories in Marketing Management including marketing management, marketing insights, customer relationships, strong brands, value creation and delivery, responsible marketing, and global marketing.								
<b>Learning Materials</b>	<ol style="list-style-type: none"> <li>1. Defining Marketing for a New Reality</li> <li>2. Developing a Marketing Plan and Strategy</li> <li>3. Gathering Information and Forecast Demand</li> <li>4. Creating Long Term Relationships</li> <li>5. Analyzing Business Market and Consumer Market</li> <li>6. Identifying Segmentation and Target Markets</li> <li>7. Practicing Brand Positioning Skills</li> <li>8. Introducing New Market Offerings</li> <li>9. Defining Product Strategy</li> <li>10. Designing and Managing Services</li> <li>11. Developing Price Strategy and Program</li> <li>12. Designing and Managing Integrated Marketing Communications</li> </ol>								

	<p>13. Managing Retail, Wholesale, and Logistics</p> <p>14. Managing a Holistic Marketing Organization for the Long Term</p> <p>15. Expanding to Global Market</p>
<b>References</b>	<b>Primary:</b>
	<ol style="list-style-type: none"> <li>1. Kotler, Philip &amp; Kevin L. Keller. 2016. Marketing Management 15 Global Edition. Essex, England: Pearson Education Limited.</li> <li>2. Kotler, Philip, Hermawan Kertajaya, &amp; Iwan Setiawan. 2021. Marketing 5.0 Technology for Humanity. Wiley.</li> <li>3. Kotler, Philip, Hermawan Kertajaya, &amp; Iwan Setiawan. 2017. Marketing 4.0 Moving from Traditional to Digital. Wiley.</li> </ol>
	<b>Supplement:</b>
<b>Lecturers</b>	<p>Ira Ningrum</p> <p>Resmawa,SE.,MM.,CMA</p> <p>Dr.Gogi Kurniawan,SE.,MM</p> <p>Dr.Fariz,SE.,MM.,ICPM</p>
<b>Requirements course</b>	-

Week	Expected ability of each learning stage (Sub-CLO)	Assessment		Learning Form, Learning Methods, Student Assignment, [ Estimated time]		Learning materials [References]	rating weight (%)
		Indicators	Criteria & Technic	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1, 2	C4. Students are able to describe marketing management theories.	1.1 Students are able to describe marketing definition. 1.2 Students are able to describe Developing Marketing Plans and Strategies	Criteria: Holistic Rubric  Test: Midterm Examination		Google Meet & Google Classroom: discussion and case study  [PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]	1,2,3	10
3	C4. Students are able to describe marketing insights.	2.1 Students are able to describe gathering Information and predicting demand process	Criteria: Holistic Rubric  Test: Midterm Examination		Google Meet & Google Classroom: discussion and case study  [PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")]	1,2,3	10
4, 5	C4. Students are able to describe customer relationship management	3.1 Students are able to describe how to creating Long-Term Relationships 3.2 Students are able to describe Analyzing Business Market and Consumer Market	Criteria: Holistic Rubric  Non-test: Assignment Test: Midterm Examination		Google Meet & Google Classroom: discussion and case study  Assignment 1:	1,2,3	15

					Observation of the Purchasing Decision Process  [PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]			
6, 7	C4. Students are able to describe a strong brand.	4.1 Students are able to describe Identifying Segmentation and Target Markets 4.2 Students are able to describe the Skills to Make Brand Positioning	Criteria: Holistic Rubric  Test: Midterm Examination		Google Meet & Google Classroom: discussion and case study  [PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]	1,2,3	15	
<b>8</b>	<b>Midterm Examination</b>							
9-11	C4. Students are able to describe value creation.	5.1 Students are able to describe Introducing New Market Offerings 5.2 Students are able to describe Determining Product Strategy 5.3 Students are able to describe Designing and Managing Services 5.4 Students are able to describe Developing Pricing Strategy and Program	Criteria: Holistic Rubric  Non-test: Assignment Test: Final Examination		Google Meet & Google Classroom: discussion and case study  Assignment 2: Observation of Product Mix Strategy  [PB: 3x(3x50")] [PT+KM: (3+3)x(3x60")]	1,2,3	15	
12- 13	C4. Students are able to describe the delivery of values.	6.1 Students are able to describe Designing and Managing Integrated Marketing Communication (IMC)	Criteria: Holistic Rubric		Google Meet & Google Classroom:	1,2,3	15	

		6.2 Students are able to describe Managing Retail, Wholesale, and Logistics	Test: Final Examination		discussion and case study  [PB: 2x(3x50")] [PT+KM: (2+2)x(3x60")]		
14	C4. Students are able to describe responsible marketing	7.1 Students are able to describe long-term holistic marketing	Criteria: Holistic Rubric  Test: Final Examination		Google Meet & Google Classroom: discussion and case study  [PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")]	1,2,3	10
15	CC4. Students are able to describe global business.	8.1 Students are able to describe the process of expanding to global market	Criteria: Holistic Rubric  Test: Final Examination		Google Meet & Google Classroom: discussion and case study  [PB: 1x(3x50")] [PT+KM: (1+1)x(3x60")]	1,2,3	10
16	<b>Final Examination</b>						

**Catatan:**

1. Capaian Pembelajaran PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, penguasaan pengetahuan, dan keterampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/ pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, keterampilan umum, keterampilan khusus, dan pengetahuan.
3. CP Mata Kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata Kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik terhadap materi pembelajaran mata kuliah tersebut.

5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. Kriteria Penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif dan kualitatif.
7. Teknik penilaian: tes dan non-tes.
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian kepada Masyarakat, dan/atau bentuk pembelajaran lain yang setara.
9. Metode pembelajaran: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, dan metode lainnya yang setara.
10. Materi pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot penilaian adalah prosentase penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tersebut dan totalnya 100%.
12. PB=Proses Belajar, PT=Penugasan Terstruktur, KM=Kegiatan Mandiri.

**Note:**

1. Indicators of ability assessment in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
2. Learning Outcomes of PRODI (CPL-PRODI) are abilities possessed by each PRODI graduate including the internalization of attitudes, assignments of knowledge, and skills according to the level of the study program obtained through the learning process.
3. CPL charged to courses are some of the learning outcomes of the study program graduates (CPL-PRODI) which are used for the formation / development of a course consisting of attitude aspects, general skills, special skills, and knowledge.
4. Course CP (CPMK) is an ability that is described specifically from the CPL charged on a course, and is specific to the study material or learning material for that course.
5. Subject Sub-CP (Sub-CPMK) is the ability that is specifically described in the learning material of the course.
6. Assessment Criteria are benchmarks that are used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be quantitative and qualitative.
7. Assessment techniques: test and non-test.
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service, and / or other equivalent forms of learning.
9. Learning methods: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, and other equivalent methods.
10. Learning materials are details or descriptions of the study material which can be presented in the form of several main topics and sub-topics.

11. Assessment weight is the percentage of the assessment of each sub-CPMK achievement which is proportional to the difficulty level of achieving that sub-CPMK and the total is 100%.
12. PB = Learning Process, PT = Structured Assignment, KM = Independent Activities.