

33. MARKETING STRATEGY

		Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya Program Studi S1 Manajemen Bachelor Degree of Management Study Program				Kode Dokumen Document Code	
RENCANA PEMBELAJARAN SEMESTER Semester Lesson Plan							
MATA KULIAH (MK) COURSE		KODE CODE	Rumpun MK CLUSTER	BOBOT (sks) WEIGHT (credits)		SEMESTER	Tgl Penyusunan Compilation Date
Strategi Pemasaran Marketing Strategy		MPB-PKW 161017	Pemasaran Marketing	T=3	P=0	6	
OTORISASI AUTHORIZATION		Pengembang RPS Developer		Koordinator RMK Coordinator		Ketua PRODI Head of the Study Program	
				Ira Ningrum Resmawa,SE.,MM.,CMA Dr.Gogi Kurniawan,SE.,MM		Ira Ningrum Resmawa,SE.,MM.,CMA	
Capaian Pembelajaran (CP) Program Learning Outcome (PLO)		CPL-PRODI yang dibebankan pada MK PLO charged in this course					
		CPL1 PLO1	Lulusan mampu menguasai teori bidang manajemen secara menyeluruh. Graduates are able to master the theory of management as a whole.				
		CPL2 PLO2	Lulusan mampu mengimplementasikan teori bidang manajemen dalam mengelola organisasi secara efektif. Graduates are able to implement management theory in managing organizations effectively.				
		CPL4 PLO4	Lulusan mampu beradaptasi terhadap konteks permasalahan bisnis yang dihadapi dengan baik. Graduates are able to adapt to dealing with business problems.				
		CPL7 PLO7	Lulusan mampu mengembangkan ide usaha dalam lingkungan bisnis global secara kreatif. Graduates are able to develop creative business ideas in a global business environment.				
		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 spirit sustainably.				

Capaian Pembelajaran Mata Kuliah (CPMK) Course Learning Outcome (CLO)	
CPMK1 CLO1	C5. Mahasiswa mampu menilai dengan tepat komponen-komponen Strategi Pemasaran. C5. Students are able to accurately assess the components of a Marketing Strategy.
CPMK2 CLO2	C5. Mahasiswa mampu menilai secara tepat kesesuaian praktik-praktik Komunikasi Pemasaran dengan teori. P4. Students are able to formulate a marketing strategy appropriately.
CPMK3 CLO3	A5. Mahasiswa mampu menunjukkan karakter Iman, cerdas, mandiri, jujur, peduli dan tangguh di dalam kegiatan pembelajaran Komunikasi Pemasaran. A5. Students are able to show religious, smart, independent, honest, caring, and resilience in Marketing Strategy learning activities.
Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)	
Sub-CPMK1 Sub-CLO1	Melakukan review dan pengenalan tentang pemasaran dan strategi pemasaran Conduct reviews and introductions about marketing and marketing strategies
Sub-CPMK1 Sub-CLO1	Mahasiswa memahami dan dapat menjelaskan karakteristik market-driven strategy Students understand and can explain the characteristics of market-driven strategy
Sub-CPMK3 Sub-CLO3	Memahami dan menjelaskan keterkaitan antara strategi korporat, bisnis, dan pemasaran Understand and explain the interrelationships between corporate, business and marketing strategies
Sub-CPMK4 Sub-CLO4	Menjelaskan, mendeskripsikan, dan menganalisis pasar dan ruang kompetitif Explain, describe, and analyze the market and competitive space
Sub-CPMK5 Sub-CLO5	Memahami, menjelaskan dan mengidentifikasi pentingnya peran segmentasi, kebutuhan, dan keinginan konsumen dalam merancang strategi Understand, explain and identify the important role of segmentation, needs, and desires of consumers in designing strategies
Sub-CPMK6 Sub-CLO6	Memahami dan menjelaskan bahwa market targeting dan positioning yang efektif merupakan faktor yang esensial dalam mencapai dan mempertahankan <i>superior customer value</i> Understand and explain that effective market targeting and positioning are essential factors in achieving and maintaining superior customer value
Sub-CPMK7 Sub-CLO7	Memahami dan dapat menjelaskan pentingnya hubungan-hubungan strategik antar berbagai pihak dalam suatu pasar Understand and be able to explain the importance of strategic relationships between various parties in a market
Sub-CPMK8 Sub-CLO8	Memahami dan dapat menjelaskan pentingnya mengembangkan budaya inovasi dalam organisasi untuk mendapatkan peluang berinovasi dan mentransformasikannya ke dalam proses perencanaan produk baru Understand and be able to explain the importance of developing an innovation culture within the organization to get opportunities to innovate and transform them into new product planning processes
Sub-CPMK9 Sub-CLO9	Memahami dan dapat menjelaskan perbedaan produk dan merk, serta dapat menjelaskan pentingnya pengelolaan merk dalam iklim persaingan yang kompetitif

		Understand and be able to explain the difference between products and brands, and can explain the importance of brand management in a competitive competitive climate													
Sub-CPMK10 Sub-CLO10	Memahami dan dapat menjelaskan pentingnya keutusan rantai nilai dalam menghadapi kebutuhan-kebutuhan konsumen dan pasar yang selalu berubah Understand and be able to explain the importance of value chain decisions in the face of ever-changing consumer and market needs														
Sub-CPMK11 Sub-CLO11	Menjelaskan berbagai strategi dan pengelolaan harga dalam menghadapi persaingan industri Explain various strategies and price management in the face of industry competition														
Sub-CPMK12 Sub-CLO12	Memahami dan dapat menjelaskan bagaimana kombinasi dari berbagai komponen promosi ke dalam strategi promosi keseluruhan yang konsisten Understand and be able to explain how to combine various promotional components into a consistent overall promotion strategy														
Sub-CPMK13 Sub-CLO13	Memahami dan dapat menjelaskan perubahan organisasional sebagai faktor yang esensial dalam mendesain organisasi yang market-driven Understand and be able to explain organizational change as an essential factor in designing a market-driven organization														
Sub-CPMK14 Sub-CLO14	Memahami dan dapat menjelaskan pengelolaan proses perencanaan, pengimplementasian, dan evaluasi strategi Understand and be able to explain the management of the process of planning, implementing, and evaluating strategies														
Korelasi CPMK terhadap Sub-CPMK Correlation of CLO to Sub-CLO															
	Sub-CPMK 1 Sub-CLO1	Sub-CPMK 1 Sub-CLO1	Sub-CPMK 3 Sub-CLO3	Sub-CPMK 4 Sub-CLO4	Sub-CPMK 5 Sub-CLO5	Sub-CPMK 6 Sub-CLO6	Sub-CPMK 7 Sub-CLO7	Sub-CPMK 8 Sub-CLO8	Sub-CPMK 9 Sub-CLO9	Sub-CPMK10 Sub-CLO10	Sub-CPMK11 Sub-CLO11	Sub-CPMK12 Sub-CLO12	Sub-CPMK13 Sub-CLO13	Sub-CPMK14 Sub-CLO14	
CPMK1 CLO1	V	V	V	V	V	V	V	V	V	V	V	V	V	V	
CPMK2 CLO2	V	V	V	V	V	V	V	V	V	V	V	V	V	V	
CPMK3 CLO3	V	V	V	V	V	V	V	V	V	V	V	V	V	V	
Deskripsi Singkat MK	Matakuliah Strategi Pemasaran membelajarkan konsep dan teori-teori pemasaran yang dapat diaplikasikan organisasi dalam usaha menemukan, menciptakan, dan mengskploitasinya dalam rangka memperoleh keunggulan dalam persaingan. Melalui matakuliah strategi pemasaran mahasiswa														

Brief description of the course	<p>diharapkan memahami proses analisis situasi pasar, mengevaluasi segmen, target, dan positioning merek, analisis pemilihan dan evaluasi strategi pemasaran berdasarkan daur hidup hidup, posisi persaingan, serta evaluasi atas kinerja pemasaran. Pendekatan pembelajaran yang dipilih adalah terpusat pada mahasiswa, artinya proses pembelajaran mendorong mahasiswa untuk aktif dalam proses pencarian sumber belajar dalam mengkonstruksi pengetahuan. Metode pembelajaran dilakukan dengan analisis kasus, presentasi, diskusi, penugasan observasi, dan refleksi.</p> <p>The Marketing Strategy course teaches marketing concepts and theories that organizations can apply in an effort to find, create, and exploit them in order to gain an advantage over the competition. Through the marketing strategy course, students are expected to understand the process of analyzing market situations, evaluating segments, targets, and brand positioning, analyzing the selection and evaluation of marketing strategies based on the life cycle, competitive position, and evaluation of marketing performance. The learning approach chosen is student-centered, meaning that the learning process encourages students to be active in the process of searching for learning resources in constructing knowledge. The learning method is carried out by case analysis, presentation, discussion, assignment of observation, and reflection.</p>	
Bahan Kajian: Materi Pembelajaran Learning Materials	<ol style="list-style-type: none"> 1. An introduction to marketing and marketing strategies 2. Characteristics of a market-driven strategy 3. The link between corporate, business and marketing strategies 4. Market analysis and competitive space 5. Segmentation, consumer needs and wants 6. Market targeting and positioning 7. Strategic relationships between various parties in a market 8. Develop a culture of innovation in the organization 9. Product and brand differences, as well as brand management 10. Value chain 11. Pricing strategy and management 12. Promotion strategy 13. Organizational change 14. Managing the process of planning, implementing, and evaluating strategies 	
Pustaka References	Utama: Primary:	<ol style="list-style-type: none"> 1. Ujang Sumarwan dan Fandy Tjiptono. 2019. Strategi Pemasaran dalam Perspektif Perilaku :onsumen. Bogor: PT. Penerbit IPB Presshuman 2. Cravens, David W. and Nigel F. Piercy. 2009. Strategic Marketing, Ninth Edition, International Edition. Boston: McGraw-Hill. 3. Walker, Orville C., Jr., John W. Mulins, Harper W. Boyd, Jr., and Jean-Claude Larreche. 2008. Marketing Strategy, A Decision-Focused Approach Seventh Edition, Irwin Boston: McGraw-Hill. 4. Day, George S. 1999. Market Driven Strategy. New York: The Free Press,

	5. Fandy Tjiptono, Gregorius Chandra, Dadi Adriana. 2008. Pemasaran Strategik, Penerbit Andi.
	Pendukung: Supplement:
Dosen Pengampu Lecturers	Ira Ningrum Resmawa,SE.,MM.,CMA Dr.Gogi Kurniawan,SE.,MM Dr.Fariz,SE.,MM.,ICPM
Matakuliah prasyarat Requirements course	Mahasiswa yang memilih penjaluran manajemen pemasaran. Students have taken Marketing Management.

Mg Ke-Week	Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)	Penilaian Assessment		Bentuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu] Learning Form, Learning Methods, Student Assignment, [Estimated time]		Materi Pembelajaran [Pustaka] Learning materials [References]	Bobot Penilaian (%) rating weight
		Indikator Indicators	Kriteria & Teknik Criteria & Technic	Luring (offline)	Daring (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Melakukan review dan pengenalan tentang pemasaran dan strategi pemasaran Conduct reviews and introductions about marketing and marketing strategies	1. Mampu mereview kembali konsep-konsep dan implementasi pemasaran 2. Mampu menjelaskan dan memahami strategi dan elemen-elemen strategi pemasaran 1. Able to review marketing concepts and implementation 2. Able to explain and understand the strategy and elements of marketing strategy	Kriteria : Rubrik Holistik Criteria: Holistic Rubric Teknik : Powerpoint konsep pemasaran dan strategi pemasaran . Technique : Powerpoint marketing concept and marketing strategy.		Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')] Membuat dan mempresentasikan konsep pemasaran dan strategi pemasaran secara umum /4 P dan jasa 7P Create and present marketing concepts and general marketing strategies /4 P's and 7P's services [PT+KM:		

					(1+1)x(3x60")]		
2	<p>Mahasiswa memahami dan dapat menjelaskan karakteristik market-driven strategy</p> <p>Students understand and can explain the characteristics of market-driven strategy</p>	<ol style="list-style-type: none"> 1. Mampu Menggambarkan karakteristik market-driven strategy 2. Mampu Mengetahui pengertian distinctive capabilities 3. Mampu menganalisis upaya untuk penciptaan nilai bagi konsumen 4. Mampu Mengidentifikasi tantangan-tantangan di bidang strategi pemasaran <ol style="list-style-type: none"> 1. Able to describe the characteristics of market-driven strategy 2. Able to know the meaning of distinctive capabilities 3. Able to analyze efforts for value creation for consumers 5. Able to identify challenges in the field of marketing strategy 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point Karakteristik market driven strategy, distinctive capability , nilai bagi konsumen dan tantangan strategi pemasaran</p> <p>Technique : Power point Characteristics of market driven strategy, distinctive capability, value for consumers and challenges of marketing strategy</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50")]</p> <p>Membuat dan mempresentasikan Karakteristik market driven strategy, distinctive capability , nilai bagi konsumen dan tantangan strategi pemasaran</p> <p>Create and present characteristics of market driven strategy, distinctive capability, value for consumers and challenges of marketing strategy [PT+KM: (1+1)x(3x60")]</p>		

3	<p>Memahami dan menjelaskan keterkaitan antara strategi korporat, bisnis, dan pemasaran</p> <p>Understand and explain the interrelationships between corporate, business and marketing strategies</p>	<ol style="list-style-type: none"> 1. Mampu menjelaskam masing-masing strategi korporat, bisnis, dan pemasaran 2. Mampu menjelaskan keterkaitan strategi korporat, bisnis, dan pemasaran 3. Mampu memahami proses strategi pemasaran <ol style="list-style-type: none"> 1. Able to explain each corporate, business, and marketing strategy 2. Be able to explain the relationship between corporate, business, and marketing strategies 4. Able to understand the process of marketing strategy 	<p>Kriteria : Rubrik Holistik Criteria: Holistic Rubric</p> <p>Teknik : Power point level strategi dan hubungannya dari strategi korporat, bisnis, dan pemasaran</p> <p>Technique : Power point level strategy and its relationship from corporate, business, and marketing strategy</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p> <p>Membuat dan mempresentasikan level strategi dan hubungannya dari strategi korporat, bisnis, dan pemasaran . sampai dengan proses strategi pemasaran.</p> <p>Create and present strategy levels and their relationship to corporate, business, and marketing strategies. to the marketing strategy process. [PT+KM: (1+1)x(3x60'')]</p>		
4	<p>Menjelaskan, mendeskripsikan, dan menganalisis pasar dan ruang kompetitif</p>	<ol style="list-style-type: none"> 1. Mampu menjelaskan hubungan pasar dan strategi pemasaran 2. Mampu menjelaskan value migration 3. Mampu mendeskripsikan lingkup produk-pasar dan struktur 4. Mampu menjelaskan deskripsi dan analisis end-user 	<p>Kriteria : Rubrik Holistik Criteria: Holistic Rubric</p> <p>Teknik :</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p>		

	Explain, describe, and analyze the market and competitive space	<ol style="list-style-type: none"> 5. Mampu melakukan analisis persaingan 6. Mampu menganalisis dan mengembangkan visi strategic <ol style="list-style-type: none"> 1. Able to explain market relationship and marketing strategy 2. Able to explain value migration 3. Able to describe product-market scope and structure 4. Able to explain end-user description and analysis 5. Able to do competitive analysis 7. Able to analyze and develop strategic vision 	<p>Power point analisis pasar, value migration en sampai end user, analisis persaingan dan mengembangkan visi strategic</p> <p>Technique : Market analysis power point, value migration en to end user, competition analysis and developing strategic vision</p>		<p>Membuat dan mempresentasikan analisis pasar, value migration en sampai end user, analisis persaingan dan mengembangkan visi strategic</p> <p>Create and present market analysis, value migration en to end user, competitive analysis and develop strategic vision</p> <p>[PT+KM: (1+1)x(3x60")]</p>		
5	<p>Memahami, menjelaskan dan mengidentifikasi pentingnya peran segmentasi, kebutuhan, dan keinginan konsumen dalam merancang strategi</p> <p>Understand, explain and identify the important role of segmentation, needs, and desires of consumers in designing strategies</p>	<ol style="list-style-type: none"> 1. Mampu menjelaskan segmentasi dan market driven-strategy 2. Mampu mengidentifikasi segmen pasar 3. Mampu menjelaskan cara pembentukan segmen 4. Mampu mengidentifikasi pemilihan strategi segmentasi <ol style="list-style-type: none"> 1. Able to explain segmentation and market driven-strategy 2. Able to identify market segments 3. Be able to explain how to form segments 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point tentang konsep segmentasi, analisis, identifikasi dan pembentukan segment serta</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions</p> <p>[PB: 1x(3x50")]</p> <p>Create and present the concept of segmentation, analysis, identification and formation of segments</p>		

		5. Able to identify the selection of segmentation strategies	penentuan strategi segmentasi Technique : Power point on the concept of segmentation, analysis, identification and formation of segments and determining segmentation strategies		as well as determining segmentation strategies [PT+KM: (1+1)x(3x60'')]		
6-7	<ol style="list-style-type: none"> Memahami dan menjelaskan bahwa market targeting dan positioning yang efektif merupakan faktor yang esensial dalam mencapai dan memeprtahankan <i>superior customer value</i> Memahami dan dapat menjelaskan pentingnya hubungan-hubungan strategik antar berbagai pihak dalam suatu pasar 	<ol style="list-style-type: none"> Mampu menjelaskan strategi market targeting Mampu menjelaskan targeting dalam lingkungan pasar yang berbeda Mampu menjelaskan strategi positioning Mampu menjelaskan pengembangan strategi positioning Mampu menjelaskan rasional hubungan-hubungan interorganisasional Tipe-tipe hubungan organisasional Pengembangan hubungan yang efektif di antara organisasi Hubungan global antar organisasi <ol style="list-style-type: none"> Able to explain market targeting strategy 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point strategi market targeting dalam lingkup pasar yang berbeda, pengembangan strategi positioning, hubungan organisasional dan</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 2x(3x50'')]</p> <p>Membuat dan mempresentasikan strategi market targeting dalam lingkup pasar yang berbeda, pengembangan strategi positioning, hubungan organisasional dan interorganisasional</p>		

	<p>1. Understand and explain that effective market targeting and positioning are essential factors in achieving and maintaining superior customer value</p> <p>2. Understand and be able to explain the importance of strategic relationships between various parties in a market</p>	<p>2. Able to explain targeting in different market environments</p> <p>3. Able to explain positioning strategy</p> <p>4. Able to explain the development of positioning strategy</p> <p>5. Able to explain rationally interorganizational relationships</p> <p>6. Types of organizational relationships</p> <p>7. Development of effective relationships between organizations</p> <p>9. Global relations between organizations</p>	<p>interorganizational</p> <p>Technique : Power point of market targeting strategies in different market scopes, development of positioning strategies, organizational and interorganizational relationships</p>		<p>Create and present market targeting strategies in different market scopes, development of positioning strategies, organizational and interorganizational relationships</p> <p>[PT+KM: (2+2)x(3x60")]</p>		
8	Evaluasi Tengah Semester / Ujian Tengah Semester Midterm Exam						
9	<p>Mmemahami dan dapat menjelaskan pentingnya mengembangkan budaya inovasi dalam organisasi untuk mendapatkan peluang berinovasi dan mentransformasikannya ke dalam proses perencanaan produk baru</p>	<p>1. Menjelaskan Perencanaan produk baru sebagai proses customer-driven</p> <p>2. Menjelaskan langkah-langkah dalam perencanaan produk baru</p> <p>3. Menjelaskan screening, evaluasi, dan analisis bisnis</p> <p>4. Menjelaskan strategi pemasaran dan uji</p> <p>1. Describe New product planning as a customer-driven process</p> <p>2. Explain the steps in planning a new product</p>	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point inovasi produk baru dalam customer driven, langkah</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions</p> <p>[PB: 1x(3x50")]</p> <p>Membuat dan mmempresentasikan</p>		

	<p>Understand and be able to explain the importance of developing an innovation culture within the organization to get opportunities to innovate and transform them into new product planning processes</p>	<p>3. Explain business screening, evaluation, and analysis 5. 4. Explain the marketing strategy and test</p>	<p>perencanaan produk baru , proses screening, evaluasi, dan analisis bisnis yang harus dilakukan sampai dengan penentuan strategi pemasaran dan uji pasar</p> <p>Technique : Power point for new product innovation in customer driven, new product planning steps, screening, evaluation, and business analysis processes that must be carried out to determining marketing strategies and market testing</p>		<p>inovasi produk baru dalam customer driven, langkah perencanaan produk baru , proses screening, evaluasi, dan analisis bisnis yang harus dilakukan sampai dengan penentuan strategi pemasaran dan uji pasar</p> <p>Create and present new product innovations in a customer driven manner, new product planning steps, screening, evaluation, and business analysis processes that must be carried out up to the determination of marketing strategies and market testing [PT+KM: (1+1)x(3x60'')]</p>		
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<p>10</p>	<p>Memahami dan dapat menjelaskan perbedaan produk dan merk, serta dapat menjelaskan pentingnya pengelolaan merk dalam iklim persaingan yang kompetitif</p> <p>Understand and be able to explain the difference between products and brands, and can explain the importance of brand management in a competitive competitive climate</p>	<ol style="list-style-type: none"> 1. Menjelaskan tantangan dalam membangun merk yang kuat 2. Menjelaskan strategic brand analysis 3. Menjelaskan strategi identitas merk 4. Menjelaskan pengelolaan produk/merk 5. Menjelaskan pengelolaan portfolio merk <ol style="list-style-type: none"> 1. Describe the challenges of building a strong brand 2. Explain strategic brand analysis 3. Explain the brand identity strategy 4. Explain product/brand management 6. Explain the management of the brand portfolio 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point pentingnya membangun merek yang kuat , strategi analisis merek, identitas merek dan portfolio merek.</p> <p>Technique : Power point importance of building a strong brand, brand analysis strategy, brand identity and brand portfolio.</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p> <p>Membuat dan mempresentasikan pentingnya membangun merk yang kuat , strategi analisis merek, identitas merek dan portfolio merek.</p> <p>Create and present the importance of building a strong brand, brand analysis strategy, brand identity and brand portfolio. [PT+KM: (1+1)x(3x60'')]</p>		
<p>11</p>	<p>Memahami dan dapat menjelaskan pentingnya keutusan rantai nilai dalam menghadapi kebutuhan-kebutuhan konsumen dan pasar yang selalu berubah</p>	<ol style="list-style-type: none"> 1. Menjelaskan peran strategis distribusi 2. Menjelaskan strategi saluran distribusi 3. Menjelaskan pengelolaan saluran 4. Menjelaskan faktor yang mempengaruhi pemilihan saluran 5. Menjelaskan isu-isu manajemen supply-chain 	<p>Kriteria : Rubrik Holistik.</p> <p>Criteria: Holistic Rubric</p> <p>Teknik :</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p>		

	<p>Understand and be able to explain the importance of value chain decisions in the face of ever-changing consumer and market needs</p>	<ol style="list-style-type: none"> 1. Explain the strategic role of distribution 2. Explain distribution channel strategy 3. Explain channel management 4. Explain the factors influencing channel selection 5. Explain supply-chain management issues 	<p>Power point strategi saluran distribusi , pengelolaan saluran distribusi, faktor-faktor yang mempengaruhi dan manajemen supply chain</p> <p>Technique : Power point distribution channel strategy, distribution channel management, influencing factors and supply chain management</p>		<p>Mmbuat dan mempresentasikan strategi saluran distribusi , pengelolaan saluran distribusi, faktor-faktor yang mempengaruhi dan manajemen supply chain</p> <p>Create and present distribution channel strategy, distribution channel management, influencing factors and supply chain management [PT+KM: (1+1)x(3x60'')]</p>		
12	<p>Menjelaskan berbagai strategi dan pengelolaan harga dalam menghadapi persaingan industri</p> <p>Explain various strategies and price management in the face of industry competition</p>	<ol style="list-style-type: none"> 1. Menjalsakan peran strategik harga 2. Menjelaskan analisis pricing situation 3. Menjelaskan pemilihan strategi harga 4. Menjelaskan penentuan harga dan kebijakannya <ol style="list-style-type: none"> 1. Carry out the strategic role of price 2. Explain the analysis of the pricing situation 3. Explain the choice of pricing strategy 4. Explain pricing and policies 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point strategi harga , analisis strategi harga, macam</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p> <p>Membuat dan mempresentasikan</p>		

			<p>strategi harga dan cara penentuan harga</p> <p>Technique : Price strategy power point, price strategy analysis, types of pricing strategies and how to determine prices</p>		<p>strategi harga , analisis strategi harga, macam strategi harga dan cara penentuan harga</p> <p>Create and present pricing strategies, price strategy analysis, various pricing strategies and pricing strategies</p> <p>[PT+KM: (1+1)x(3x60'')]</p>		
13	<p>Memahami dan dapat menjelaskan bagaimana kombinasi dari berbagai komponen promosi ke dalam strategi promosi keseluruhan yang konsisten</p> <p>Understand and be able to explain how to combine various promotional components into a consistent overall promotion strategy</p>	<ol style="list-style-type: none"> 1. Menjelaskan strategi promosi: komposisi, pengembangan, penentuan tujuan komunikasi 2. Menjelaskan strategi periklanan: penentuan tujuan, implementasi dan pengukuran efektifitasnya 3. Menjelaskan strategi promosi penjualan: sifat dan lingkup keunggulan dan keterbatasannya <ol style="list-style-type: none"> 1. Explain the promotion strategy: composition, development, determination of communication objectives 2. Describe advertising strategy: setting goals, implementing and measuring its effectiveness 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point strategi promosi: komposisi, pengembangan, penentuan tujuan komunikasi, macam-macam strategi promosi tujuan, ruang lingkupnya, kelebihan dan kekuarannya</p>		<p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions</p> <p>[PB: 1x(3x50'')]</p> <p>Membuat dan mempresentasikan strategi promosi: komposisi, pengembangan, penentuan tujuan komunikasi, macam-macam strategi promosi tujuan, ruang lingkupnya, kelebihan</p>		

		3. Explain sales promotion strategy: nature and scope of its advantages and limitations	serta efektifitas pengukuran starteji promosi. Technique : Power point promotion strategy: composition, development, determination of communication objectives, various promotion strategies objectives, their scope, advantages and disadvantages as well as the effectiveness of measuring promotional strategies.		dan kekuarannya serta efektifitas pengeukuran starteji promosi. Create and present promotional strategies: composition, development, determination of communication objectives, various promotion strategies, their scope, strengths and weaknesses and the effectiveness of measuring promotional strategies. [PT+KM: (1+1)x(3x60'')]		
14	Memahami dan dapat menjelaskan perubahan organisasional sebagai faktor yang esensial dalam mendesain organisasi yang market-driven	1. Menjelaskan pertimbangan-pertimbangan dalam desain organisasi 2. Menjelaskan pilihan-pilihan dalam desain organisasional 3. Menjelaskan pemilihan desain organisasional	Kriteria : Rubrik Holistik Criteria: Holistic Rubric Teknik :		Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]		

	<p>Understand and be able to explain organizational change as an essential factor in designing a market-driven organization</p> <p>[PB: 1x(3x50")]</p> <p>[PT+KM: (1+1)x(3x60")]</p>	<ol style="list-style-type: none"> 1. Explain the considerations in organizational design 2. Explain the options in organizational design 3. Explain the selection of organizational design 	<p>Power point design organisasi yang market driven, pilihan design organisasional dan metode pemilihan designnya</p> <p>Technique : Market driven organizational design power point, organizational design choices and design selection methods</p>		<p>Mmehbuat dan mempresentasikan design organisasi yang market driven, pilihan design organisasional dan metode pemilihan designnya</p> <p>Create and present a market driven organizational design, organizational design choices and design selection methods</p> <p>[PT+KM: (1+1)x(3x60")]</p>		
15	<p>Memahami dan dapat menjelaskan pengelolaan proses perencanaan, pengimplementasian, dan evaluasi strategi</p> <p>Understand and be able to explain the management of the process of planning, implementing, and evaluating strategies</p>	<ol style="list-style-type: none"> 1. Menjelaskan rencana pemasaran 2. Menjelaskan Implementasi rencana 3. Menjelaskan evaluasi strategik dan pengawasan 4. Menjelaskan kriteria kinerja dan kebutuhan informasi 5. Menjelaskan penilaian kinerja <ol style="list-style-type: none"> 1. Explain the marketing plan 2. Explaining the implementation of the plan 	<p>Kriteria : Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik : Power point Pengelolaan proses perencanaan,</p>		<p>Discussion, project based method</p> <p>Google Meet and Google Classroom: Presentations and Discussions</p> <p>[PB: 1x(3x50")]</p>		

		3. Describe strategic evaluation and monitoring 4. Describe performance criteria and information needs 5. Explain performance appraisal	Implementasi , evaluasi strategi , proses pengawasan dan penilai kinerja Technique : Power point Management of planning process, implementation, strategy evaluation, process monitoring and performance appraisal		Create and present the management of the planning process, implementation, strategy evaluation, process monitoring and performance appraisal [PT+KM: (1+1)x(3x60'')]		
16	Evaluasi Akhir Semester / Ujian Akhir Semester Final Semester Examination						

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 studinya 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.

Notes :

1. Learning Outcomes of Study Programs (CPL-PRODI) are abilities possessed by each graduate of the Study Program which are the internalization of attitudes, assignment of knowledge, and skills according to the level of study programs obtained through the learning process.
2. The CPL that is charged to the course is a number of learning outcomes for graduates of the study program (CPL-PRODI) which are used for the formation/development of a course consisting of aspects of attitudes, general skills, special skills, and knowledge.
3. Course CP (CPMK) is the ability that is specifically described from the CPL that is charged to the course, and is specific to the study material or learning material for the course.
4. Subject Sub-CP (Sub-CPMK) is the ability that is described specifically for the learning material of the course.
5. Indicators of the assessment of ability 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.
6. Assessment Criteria are benchmarks used as measures or benchmarks for learning achievement in assessment based on predetermined indicators. The assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be both quantitative and qualitative.
7. Assessment techniques: test and non-test.
8. Forms of learning: Lecture, Response, Tutorial, Seminar 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 study materials that can be presented in the form of several main points and sub-topics.
11. The weight of the assessment is the percentage of assessment of each achievement of the sub-CPMK which is proportional to the level of difficulty of achieving the sub-CPMK and the total is 100%.
12. PB=Learning Process, PT=Structured Assignments, KM=Independent Activities.