



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Bachelor of Management Study Program**

**Document  
Code**

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Marketing strategy	6120103160	Study Program Elective Courses	T=3	P=0	ECTS=4.77	7	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	Monika Tiarawati, SE., MM.	Dr. Yessy Artanti, SE., M.Si.	Yuyun Isbanah, S.E., M.SM.

**Learning model** Project Based Learning

**Program Learning Outcomes (PLO)** PLO study program which is charged to the course

**PLO-14** (PLO 1) Graduates are able to master management theory as a whole

**Program Objectives (PO)**

**PO - 1** C3. Students are able to determine market conditions correctly.

**PO - 2** C4. Students are able to choose the market they serve

**PO - 3** P4. Students are able to develop appropriate Marketing Strategies.

**PO - 4** A5. Students are able to show tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial character in Marketing Strategy learning activities.

**PLO-PO Matrix**

	<table border="1"> <tr> <td>P.O</td> <td>PLO-14</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> </tr> <tr> <td>PO-4</td> <td></td> </tr> </table>	P.O	PLO-14	PO-1		PO-2		PO-3		PO-4	
P.O	PLO-14										
PO-1											
PO-2											
PO-3											
PO-4											

**PO Matrix at the end of each learning stage (Sub-PO)**

	<table border="1"> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8</th> <th>9</th> <th>10</th> <th>11</th> <th>12</th> <th>13</th> <th>14</th> <th>15</th> <th>16</th> </tr> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-4</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																		PO-2																		PO-3																		PO-4																	
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**Short Course Description** The Marketing Strategy course teaches marketing concepts and theories that organizations can apply in an effort to discover, create and exploit them in order to gain an advantage in 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 evaluating 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. Learning methods are carried out using case analysis, presentations, discussions, observation assignments, and reflection.

**References** Main :

1. Cravens, David W. and Nigel F. Piercy. 2009. Strategic Marketing, Ninth Edition, International Edition. McGraw-Hill, Boston New York.
2. 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 McGraw-Hill Boston.
3. Jain, Subash C. 2001. Marketing Planning and Strategy 6th Edition
4. Day, George S. 1999. Market Driven Strategy . The Free Press New York.
5. Fandy Tjiptono, Gregorius Chandra, Dadi Adriana. 2008. Pemasaran Strategik. CV Andi Offset (Penerbit Andi)

**Supporters:**

**Supporting lecturer**  
 Prof. Dr. Sri Setyo Iriani, S.E., M.Si.  
 Dr. Sanaji, S.E., M.Si.  
 Monika Tiarawati, S.E., M.M.  
 Muhammad Rizky Ramadhan, BBus., MITHM.

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [ Estimated time]		Learning materials [ References ]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline ( offline )	Online ( online )		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Review and introduce marketing and marketing strategies	1.1. Able to review marketing concepts and implementation 1.2 Able to explain and understand marketing strategy and elements	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and listening to students' explanations Reading literature and peer discussions 3 X 50		<b>Material:</b> marketing strategy <b>References:</b> <i>Cravens, David W. and Nigel F. Piercy. 2009. Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>  <b>Material:</b> marketing strategy <b>Reader:</b> <i>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 McGraw-Hill Boston.</i>	4%

2	Students understand and can explain the characteristics of a market-driven strategy	2.1 Able to describe the characteristics of a market-driven strategy 2.2 Able to understand the meaning of distinctive capabilities 2.3 Able to analyze efforts to create value for consumers 2.4 Able to identify challenges in the field of marketing strategy	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and listening to students' explanations Reading literature and peer discussions 3 X 50		<b>Material:</b> market-driven strategy <b>Readers:</b> Fandy Tjiptono, Gregorius Chandra, Dadi Adriana. 2008. <i>Strategic Marketing. CV Andi Offset (Andi Publisher)</i>  <b>Material:</b> market-driven strategy <b>References:</b> Cravens, David W. and Nigelf. Piercy. 2009. <i>Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>	5%
3	Understand and explain the relationship between corporate, business and marketing strategy	3.1. Able to explain each corporate, business and marketing strategy 3.2. Able to explain the relationship between corporate, business and marketing strategy 3.3 Able to understand the marketing strategy process	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50		<b>Material:</b> marketing strategy <b>References:</b> Cravens, David W. and Nigelf. Piercy. 2009. <i>Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>  <b>Material:</b> marketing strategy <b>Reference:</b> Jain, Subash C. 2001. <i>Marketing Planning and Strategy 6th Edition</i>	3%
4	Explain, describe, and analyze markets and competitive spaces	4.1. Able to explain market relationships and marketing strategies 4.2. Able to explain value migration 4.2. Able to describe product-market scope and structure 4.3. Able to explain end-user description and analysis 4.5. Able to carry out competitive analysis 4.6 Able to analyze and develop a strategic vision	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50		<b>Material:</b> marketing strategy <b>References:</b> Cravens, David W. and Nigelf. Piercy. 2009. <i>Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>	4%

5	Understand, explain and identify the important role of consumer segmentation, needs and desires in designing strategies	5.1. Able to explain segmentation and market driven-strategy 5.2 Able to identify market segments 5.3 Able to explain how to form segments 5.4 Able to identify the choice of segmentation strategy	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50		<b>Material:</b> marketing strategy <b>References:</b> <i>Cravens, David W. and Nigelf. Piercy. 2009. Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>	4%
6	Understand and explain that effective market targeting and positioning are essential factors in achieving and maintaining superior customer value	6.1. Able to explain market targeting strategy 6.2. Able to explain targeting in different market environments 6.3. Able to explain positioning strategy 6.4. Able to explain the development of positioning strategies	<b>Criteria:</b> holistic rubric	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50		<b>Material:</b> marketing strategy <b>References:</b> <i>Cravens, David W. and Nigelf. Piercy. 2009. Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>	4%
7	Understand and be able to explain organizational change as an essential factor in designing a market-driven organization	15.1. Explain considerations in organizational design 15.2. Explain choices in organizational design 15.3. Explain organizational design choices	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50		<b>Material:</b> marketing strategy <b>References:</b> <i>Cravens, David W. and Nigelf. Piercy. 2009. Strategic Marketing, Ninth Edition, International Edition. McGraw Hill, Boston New York.</i>	4%
8	MIDTERM EXAM	MIDTERM EXAM	<b>Criteria:</b> structured tests  <b>Form of Assessment :</b> Test	MID SEMESTER EXAMINATION 2 X 50			20%
9	Understand and be able to explain the importance of strategic relationships between various parties in a market	9.1. Able to explain rational interorganizational relationships 9.2. Types of organizational relationships 9.3. Development of effective relationships between organizations 9.4 Global relationships between organizations	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			5%
10	Understand and be able to explain the importance of developing a culture of innovation within the organization to obtain opportunities for innovation and transform it into the new product planning process	10.1. Explain new product planning as a customer-driven process 10.2. Explain the steps in planning a new product 10.3. Explain screening, evaluation, and business analysis 10.4. Explain marketing and test strategies	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			3%

11	Understand and be able to explain the differences between products and brands, and be able to explain the importance of brand management in a competitive climate	11.1. Explain the challenges in building a strong brand 11.2. Explain strategic brand analysis 11.3. Explain brand identity strategy 11.4. Explain product/brand management 11.5. Explain brand portfolio management	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			4%
12	Understand and be able to explain the importance of value chain continuity in dealing with ever-changing consumer and market needs	12.1. Explain the strategic role of distribution 12.2. Explain distribution channel strategy 12.3. Explain channel management 12.4. Explain the factors that influence channel selection 12.5. Explain supply-chain management issues	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			4%
13	Explain various strategies and price management in facing industrial competition	13.1. Explain the strategic role of price 13.2. Explain pricing situation analysis 13.3. Explain the selection of pricing strategies 13.4. Explain pricing and policies	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			5%
14	Understand and be able to explain how to combine various promotional components into a consistent overall promotional strategy	14.1. Explain promotional strategies: composition, development, determining communication objectives 14.2. Explain advertising strategy: determining objectives, implementing and measuring its effectiveness 14.3. Explain sales promotion strategies: the nature and scope of their advantages and limitations	<b>Criteria:</b> holistic rubric  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			5%
15	Understand and be able to explain the management of the planning, implementation and evaluation process of strategies	16.1. Explain the marketing plan 16.2. Explain Implementation of plan 16.3. Explain strategic evaluation and monitoring 16.4. Explain performance criteria and information needs 16.5. Explain performance appraisal	<b>Criteria:</b> holistic rubric	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50			5%
16	FINAL EXAMS	FINAL EXAMS	<b>Criteria:</b> structured tests  <b>Form of Assessment :</b> Test	FINAL EXAMINATION OF SEMESTER 2 X 50			30%

**Evaluation Percentage Recap: Project Based Learning**

No	Evaluation	Percentage
1.	Project Results Assessment / Product Assessment	50%
2.	Test	50%
		100%

## Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** 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 a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** 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 which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.