



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

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																										
Marketing Management	6220102058		T=2	P=0	ECTS=3.18	3	July 17, 2024																																										
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator																																											
			Dr. Rohmawati Kusumaningtyas, S.E., Ak., MSA.																																											
Learning model	Case Studies																																																
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																
	Program Objectives (PO)																																																
	PLO-PO Matrix																																																
		P.O																																															
	PO Matrix at the end of each learning stage (Sub-PO)																																																
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td rowspan="2" style="width: 5%;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 5%;">1</td> <td style="width: 5%;">2</td> <td style="width: 5%;">3</td> <td style="width: 5%;">4</td> <td style="width: 5%;">5</td> <td style="width: 5%;">6</td> <td style="width: 5%;">7</td> <td style="width: 5%;">8</td> <td style="width: 5%;">9</td> <td style="width: 5%;">10</td> <td style="width: 5%;">11</td> <td style="width: 5%;">12</td> <td style="width: 5%;">13</td> <td style="width: 5%;">14</td> <td style="width: 5%;">15</td> <td style="width: 5%;">16</td> </tr> </table>																P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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Short Course Description	Marketing today requires companies to change mechanisms from managing product portfolios to managing customer portfolios. The company will collect a database about individual customers so that the company can better understand customers and provide personalized offers and messages. Companies and marketers need to carry out holistic marketing, where the development, design and implementation of marketing programs, processes and activities take into account the breadth and interdependence of the current marketing environment through the key dimensions of holistic marketing, namely: Internal Marketing, Integrated Marketing, Relationship Marketing and Marketing Performance. Through studying the Marketing Management course, students will gain insight into modern marketing programs that are suitable for the 21st century and put them into practice as a form of understanding of Marketing Science.																																																
References	Main :																																																
	<ol style="list-style-type: none"> 1. Philip Kotler & Kevin Lane Keller, 2009, Manajemen Pemasaran, Edisi Ketiga belas, Erlangga 2. Kotler, Philip & Kevin L. Keller. 2013. Marketing Mangemen 14e Horizon Edition. Essex: Pearson Education Limited 3. Joseph P. Cannon, Ph.D, William D. Perreault, Jr., Ph.D, E. Jerome McCarthy, Ph.D, 2008, Pemasaran Dasar Pendekatan Manajerial Global, Edisi Keenam belas, Salemba Empat, Jakarta 																																																
	Supporters:																																																
Supporting lecturer	Dra. Hj. Anik Lestari Andjarwati, M.M. Dr. Yessy Artanti, S.E., M.Si. Novi Marlana, S.Pd., M.Si. Ambar Kusumaningsih, S.E., Ak., CA., M.A. Rediyanto Putra, S.E., M.S.A.																																																
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	Formulating 21st century marketing activities	(1) Able to explain the importance of marketing management (2) Able to explain the scope of marketing management (3) Able to explain the core concepts of marketing management and marketing philosophy		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
2	Formulate and analyze customer value	(1) Able to explain the importance of customers (2) Able to explain how to achieve customer satisfaction (3) Able to differentiate CRM from CSR		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
3	Analyze, conclude marketing processes and planning	(1) Able to identify and state market segmentation (2) Able to state the target market (3) Able to determine the position of the product/service in the market		Listening to learner explanations, reading literature, and 6 X 50 group discussions			0%
4							0%
5	Understanding Marketing Information Systems	(1) Able to explain the components of a Marketing Information System (2) Able to carry out internal records in a marketing information system (3) Able to understand marketing intelligence		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
6	Analyzing Markets and Market Behavior	(1) Able to differentiate and describe various markets (2) Able to explain the factors that influence purchasing decisions (3) Able to describe the purchasing decision process		Listening to learner explanations, reading literature, and 6 X 50 group discussions			0%
7							0%
8	MIDTERM EXAM						0%
9	Analyzing new product development	(1) Able to describe the new product development process (2) Able to describe the consumer acceptance process		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%

10	Analyzing Product Strategy	(1) Able to explain product characteristics and classification (2) Able to explain product differentiation (3) Able to explain product mix (4) Able to describe brands, packaging, labels and warranties		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
11	Analyzing Pricing Strategy	(1) Able to explain the importance of price setting (2) Able to mention the steps in setting prices (3) Able to explain price changes		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
12	Analyzing Marketing Communication Strategies	(1) Able to describe the marketing communications mix (2) Able to explain the characteristics of the marketing communications mix (3) Able to explain the development of effective marketing communications		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
13	Retail Marketing Strategy	(1) Able to explain the types of retailers (2) Able to explain retail marketing strategies		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
14	Analyzing distribution channel strategies	(1) Able to explain the importance of distribution channels (2) Able to identify distribution channel systems (3) Able to explain e-commerce marketing		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
15	Analyzing Global Marketing	(1) Able to explain global competition (2) Able to make major decisions in global marketing		Listening to students' explanations, reading literature, and 3 X 50 group discussions			0%
16	UAS			2 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

Notes

- 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.
- 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.