



**Universitas Negeri Surabaya  
Faculty of Economics and Business  
Islamic Economics Undergraduate Study Program**

**Document Code**

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
SHARIA MARKETING MANAGEMENT	6020203089	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	3	July 7, 2021
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Khusnul Fikriyah, S.E.,M.SEI.		Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI.			Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI.	

<b>Learning model</b>	Case Studies																																																																																			
<b>Program Learning Outcomes (PLO)</b>	PLO study program which is charged to the course																																																																																			
	<b>PLO-6</b>   Able to master the basic concepts of research methodology and data analysis techniques in the fields of Islamic Economics, Islamic Business and Islamic Finance.																																																																																			
	<b>Program Objectives (PO)</b>																																																																																			
	<b>PO - 1</b>   Able to master the theory of marketing management as a whole																																																																																			
	<b>PO - 2</b>   CPMK-2 Able to complete their duties and obligations responsibly and ethically																																																																																			
	<b>PO - 3</b>   Able to apply theories about sharia marketing management																																																																																			
	<b>PLO-PO Matrix</b>																																																																																			
	<table border="1" style="margin-left: 40px;"> <tr><td>P.O</td><td>PLO-6</td></tr> <tr><td>PO-1</td><td></td></tr> <tr><td>PO-2</td><td style="text-align: center;">✓</td></tr> <tr><td>PO-3</td><td></td></tr> </table>	P.O	PLO-6	PO-1		PO-2	✓	PO-3																																																																												
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																				
<table border="1" style="margin-left: 40px;"> <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></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></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></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																
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**Short Course Description** | This course examines the marketing concept which is currently oriented and focused on customers. Through studying the Sharia Marketing Management course, students will gain insight into modern marketing programs that are in accordance with Sharia in the 21st century. In this course students are expected to be able to describe sharia and conventional marketing concepts, describe the dynamics of Muslims as a potential market (market, market behavior and customer value), explaining and practicing the concept of ethics in sharia marketing, defining the concept of halal goods and services, explaining the characteristics of sharia marketing, defining and practicing consumer behavior, explaining and practicing marketing communication strategies, identifying the marketing mix, and explaining product development strategies New.

<b>References</b>	<b>Main :</b>
	<ol style="list-style-type: none"> <li>1. Usman, Hardius dkk. 2020. Islamic Marketing. Depok: Rajawali Press</li> <li>2. Shah, S. A., Bhutto, M. H., &amp; Azhar, S. M. (2022). Integrative review of Islamic marketing. Journal of Islamic Marketing, 13(6), 1264-1287.</li> <li>3. Mamun, M. A. A., Strong, C. A., &amp; Azad, M. A. K. (2021). Islamic marketing: A literature review and research agenda. International Journal of Consumer Studies, 45(5), 964-984.</li> <li>4. Agustin, H., Indrastuti, S., &amp; Rahman, F. A. (2019). Islamic Marketing Management Information System Model.</li> </ol>
	<b>Supporters:</b>

1. Handayani, T., & Fathoni, M. A. (2019). Buku Ajar Manajemen Pemasaran Islam. Deepublish
2. Hossain, M. S., Yahya, S. B., & Kiumarsi, S. (2018). Islamic marketing: bridging the gap between research and practice. *Journal of Islamic Marketing*, 9(4), 901-912.
3. Fathoni, M. A. (2018). Konsep pemasaran dalam perspektif hukum Islam. *Jurisdictie: Jurnal Hukum dan Syariah*, 9(1), 128-146.

**Supporting lecturer**  
 Khusnul Fikriyah, S.E., M.SEI.  
 Yan Putra Timur, S.M., M.SEI.  
 Fitriah Dwi Susilowati, S.Sos., M.SM.

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	Understanding Normative Foundations in Islam and Marketing Understanding Normative Foundations in Islam and Marketing	1. Able to define the concepts of worship and muamalah 2. Able to explain about Islam and marketing 3. Able to explain the normative basis in Islamic marketing	<b>Criteria:</b> In accordance with the assessment guidelines / rubric  <b>Form of Assessment :</b> Participatory Activities	Offline: Lecture in class with a Lecture Course based on Student Centered Learning. The lecturer provides an explanation of the Normative Foundations in Islamic Marketing 3 X 50		<b>Material:</b> understanding the normative foundations in Islam and marketing  <b>References:</b> <i>Shah, SA, Bhutto, MH, &amp; Azhar, SM (2022). Integrative review of Islamic marketing. Journal of Islamic Marketing, 13(6), 1264-1287.</i>  <b>Material:</b> understanding the normative foundations in Islam and marketing  <b>References:</b> <i>Mamun, MAA, Strong, CA, &amp; Azad, MAK (2021). Islamic marketing: A literature review and research agenda. International Journal of Consumer Studies, 45(5), 964-984.</i>  <b>Material:</b> understanding the normative basis in Islam and marketing  <b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i>	4%

2	Able to describe the dynamics of Muslims as a potential market (market, market behavior, and customer value) Able to describe the dynamics of Muslims as a potential market (market, market behavior, and customer value)	<ol style="list-style-type: none"> <li>1.Describing the World's Muslim Population</li> <li>2.Explaining the Growth of the Muslim Population and its Economic Consequences</li> <li>3.Distinguish between needs, wants and requests</li> <li>4.Explains product value and stages of marketing strategy</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Offline: Class lectures with Case Study 3 X 50		<p><b>Material:</b> 1. Market Potential for Halal Products, 2. Market Concept and Market Behavior 3. Customer Value Concept</p> <p><b>Literature:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Market Potential for Halal Products, 2. Market Concept and Market Behavior 3. Customer Value Concept</p> <p><b>Literature:</b> <i>Asnawi, Nur and Fahani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p>	4%
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3	Defining Sharia Marketing Concept Defining Sharia Marketing Concept	<p>1.Explaining the Concept of Conventional Marketing from an Islamic perspective / Explaining the Concept of Conventional Marketing in Islam</p> <p>2.Explaining the Shariah Marketing Philosophy</p> <p>3.Describe marketing orientation in Islam / Describe marketing orientation in Islam</p> <p>4.Explain the purpose of marketing in Islam / Explain the purpose of marketing in Islam</p> <p>5.Explaining Sharia Marketing Principles / Explaining Sharia Marketing Principles</p>	<p><b>Criteria:</b> Holistic Rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Offline: Class lectures with Lecture Course 3 X 50		<p><b>Material:</b> 1. Conventional Marketing Concepts 2. Sharia Marketing Concepts 3. Marketing Orientation in Islam</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Conventional Marketing Concepts 2. Sharia Marketing Concepts 3. Marketing Orientation in Islam</p> <p><b>References:</b> <i>Asnawi, Nur and Fahani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> marketing concept</p> <p><b>References:</b> <i>Agustin, H., Indrastuti, S., &amp; Rahman, FA (2019). Islamic Marketing Management Information System Model.</i></p> <hr/> <p><b>Material:</b> conventional marketing concept and sharia marketing concept</p> <p><b>Reference:</b> <i>Handayani, T., &amp; Fathoni, MA (2019). Islamic Marketing Management Textbook. Deepublish</i></p>	5%
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4	Defining Sharia Marketing Concept Defining Sharia Marketing Concept	<p>1.Explaining the Concept of Conventional Marketing from an Islamic perspective / Explaining the Concept of Conventional Marketing in Islam</p> <p>2.Explaining the Shariah Marketing Philosophy</p> <p>3.Describe marketing orientation in Islam / Describe marketing orientation in Islam</p> <p>4.Explain the purpose of marketing in Islam / Explain the purpose of marketing in Islam</p> <p>5.Explaining Sharia Marketing Principles / Explaining Sharia Marketing Principles</p>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Portfolio Assessment</p>	Offline: Lectures in class with Project Based Learning 3 X 50		<p><b>Material:</b> 1. Conventional Marketing Concepts 2. Sharia Marketing Concepts 3. Marketing Orientation in Islam</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <p><b>Material:</b> 1. Conventional Marketing Concepts 2. Sharia Marketing Concepts 3. Marketing Orientation in Islam</p> <p><b>References:</b> <i>Asnawi, Nur and Fahani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <p><b>Material:</b> conventional and sharia marketing concepts</p> <p><b>References:</b> <i>Hossain, MS, Yahya, SB, &amp; Kiumarsi, S. (2018). Islamic marketing: bridging the gap between research and practice. Journal of Islamic Marketing, 9(4), 901-912.</i></p>	3%
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5	Explaining Ethics in Marketing Explaining Ethics in Marketing	<ol style="list-style-type: none"> <li>1. Formulate the factors that influence Ethical Behavior in Islam</li> <li>2. Explain the application of Islamic Values in Sharia Marketing</li> <li>3. Describing Sharia Marketing Ethics / Describing Sharia Marketing Ethics</li> <li>4. Describe the importance of implementing ethics and ethical behavior in marketing</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Offline: Class lectures with Lecture Course 3 X 50		<p><b>Material:</b> 1. Sharia Marketing Ethics 2. Implementation of Islamic Values in Sharia Marketing <b>Reference:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Sharia Marketing Ethics 2. Implementation of Islamic Values in Sharia Marketing <b>References:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Sharia Marketing Ethics 2. Implementation of Islamic Values in Sharia Marketing <b>References:</b> <i>Kotler, Phillip and Keller, Kevin Lane. 2008. Marketing Management. Jakarta: Erlangga</i></p> <hr/> <p><b>Material:</b> sharia marketing ethics and implementation of Islamic values <b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> implementation of Islamic values in sharia marketing <b>References:</b> <i>Shah, SA, Bhutto, MH, &amp; Azhar, SM (2022). Integrative review of Islamic marketing. Journal of Islamic Marketing, 13(6), 1264-1287.</i></p>	5%
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6	Explaining Halal Products and Transactions Prohibited in Islam Explaining Halal Products and Transactions Prohibited in Islam	<ol style="list-style-type: none"> <li>1.Explaining the Concept of Halal Products / Identifying Criteria for Halal Products (Services)</li> <li>2. Identifying Criteria for Halal Products (Goods)</li> <li>3. Identifying the Criteria for Halal Products (Services) / identifying the Concept of Halal Products (Services)</li> <li>4. Explain the motives of prohibited transactions</li> <li>5. Summarizing the development of halal products in the world</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Portfolio Assessment</p>	Offline: Lectures in class with Project Based Learning 3 X 50		<p><b>Material:</b> 1. The concept of halal products 2. Transactions that are prohibited in Islam 3. Development of Halal Products in the World</p> <p><b>Literature:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> halal product concept; transactions prohibited in Islam and the development of halal products in the world</p> <p><b>Reference:</b> <i>Mamun, MAA, Strong, CA, &amp; Azad, MAK (2021). Islamic marketing: A literature review and research agenda. International Journal of Consumer Studies, 45(5), 964-984.</i></p> <hr/> <p><b>Material:</b> halal product concept; transactions prohibited in Islam and the development of halal products in the world</p> <p><b>Reference:</b> <i>Agustin, H., Indrastuti, S., &amp; Rahman, FA (2019). Islamic Marketing Management Information System Model.</i></p>	7%
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7	Able to identify the characteristics of Islamic Marketing	<ol style="list-style-type: none"> <li>1. Explain the mission and objectives of the organization</li> <li>2. Explain the Functions and Objectives of the Organization</li> <li>3. Identifying Types of objectives and goal setting process</li> <li>4. Identifying Decision Types</li> <li>5. Describe the decision-making process, involvement of subordinates in decision-making</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Offline: Class lectures with Lecture Course 3 X 50		<p><b>Material:</b> characteristics of sharia marketing <b>Reference:</b> <i>Handayani, T., &amp; Fathoni, MA (2019). Islamic Marketing Management Textbook. Deepublish</i></p> <hr/> <p><b>Material:</b> characteristics of sharia marketing <b>Reference:</b> <i>Hossain, MS, Yahya, SB, &amp; Kiumarsi, S. (2018). Islamic marketing: bridging the gap between research and practice. Journal of Islamic Marketing, 9(4), 901-912.</i></p> <hr/> <p><b>Material:</b> characteristics of sharia marketing <b>Reference:</b> <i>Fathoni, MA (2018). Marketing concepts from an Islamic legal perspective. Jurisdictie: Journal of Law and Sharia, 9(1), 128-146.</i></p>	5%
8	MIDTERM EXAM		<p><b>Form of Assessment :</b> Test</p>	3 X 50			15%



9	Understanding the Character of the Prophet Muhammad as a Marketer in Accordance with Islamic Values	<ol style="list-style-type: none"> <li>1.Explaining Karimah's morals</li> <li>2.Explain the implementation of morals in business</li> <li>3.Formulate how Muslim marketers should think</li> <li>4.Identifying the characteristics of marketers according to the Koran</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Portfolio Assessment</p>	Lectures in class with Case Study		<p><b>Material:</b> 1. Moral morality 2. Sirah nabawiyah (related to business/trade)</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Moral morality 2. Sirah nabawiyah (related to business/trade)</p> <p><b>References:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Christian morals 2. Sirah nabawiyah (related to business/trade)</p> <p><b>References:</b> <i>Kotler, Philip and Keller, Kevin Lane. 2008. Marketing Management. Jakarta: Erlangga</i></p> <hr/> <p><b>Material:</b> akhlakul karimah, sirah nabawiyah</p> <p><b>Reference:</b> <i>Agustin, H., Indrastuti, S., &amp; Rahman, FA (2019). Islamic Marketing Management Information System Model.</i></p>	3%
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10	Understanding the Character of the Prophet Muhammad as a Marketer in Accordance with Islamic Values	<ol style="list-style-type: none"> <li>1.Explaining Karimah's morals</li> <li>2.Explain the implementation of morals in business</li> <li>3.Formulate how Muslim marketers should think</li> <li>4.Identifying the characteristics of marketers according to the Koran</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures in class with Case Study		<p><b>Material:</b> 1. Moral morality 2. Sirah nabawiyah (related to business/trade)</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Moral morality 2. Sirah nabawiyah (related to business/trade)</p> <p><b>References:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Christian morals 2. Sirah nabawiyah (related to business/trade)</p> <p><b>References:</b> <i>Kotler, Philip and Keller, Kevin Lane. 2008. Marketing Management. Jakarta: Erlangga</i></p> <hr/> <p><b>Material:</b> akhlakul karimah, sirah nabawiyah</p> <p><b>Reference:</b> <i>Handayani, T., &amp; Fathoni, MA (2019). Islamic Marketing Management Textbook. Deepublish</i></p> <hr/> <p><b>Material:</b> akhlakul karimah, sirah nabawiyah</p> <p><b>References:</b> <i>Hossain, MS, Yahya, SB, &amp; Kiumarsi, S. (2018). Islamic marketing: bridging the gap between research and practice. Journal of Islamic Marketing, 9(4), 901-912.</i></p>	6%
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11	Explaining Muslim Consumer Behavior	<ol style="list-style-type: none"> <li>1. Identifying the determining factors of consumer behavior</li> <li>2. Explain the decision making process</li> <li>3. Distinguishing between Islamic and Conventional consumer behavior</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures in class with Case Study		<p><b>Material:</b> 1. Concept of Consumer Behavior 2. Decision Making Process</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Concept of Consumer Behavior 2. Decision Making Process</p> <p><b>References:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Concept of Consumer Behavior 2. Decision Making Process</p> <p><b>References:</b> <i>Kotler, Philip and Keller, Kevin Lane. 2008. Marketing Management. Jakarta: Erlangga</i></p> <hr/> <p><b>Material:</b> consumer behavior concept</p> <p><b>References:</b> <i>Shah, SA, Bhutto, MH, &amp; Azhar, SM (2022). Integrative review of Islamic marketing. Journal of Islamic Marketing, 13(6), 1264-1287.</i></p> <hr/> <p><b>Material:</b> fairy concept</p> <p><b>References:</b> <i>Mamun, MAA, Strong, CA, &amp; Azad, MAK (2021). Islamic marketing: A literature review and research agenda. International Journal of Consumer Studies, 45(5), 964-984.</i></p>	6%
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12	Develop a Marketing Mix Strategy	<p>1.Examining the Marketing Mix from various expert opinions</p> <p>2. Identifying Marketing Mix with Sharia-compliant Indicators</p> <p>3. Formulate a Marketing Mix that is implemented in nearby businesses</p>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning.</p> <p>The lecturer provides an explanation about Marketing Mix</p>		<p><b>Material:</b> Marketing Mix <b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> Marketing Mix <b>Literature:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> Marketing Mix <b>References:</b> <i>Kotler, Philip and Keller, Kevin Lane. 2008. Marketing Management. Jakarta: Erlangga</i></p> <hr/> <p><b>Material:</b> Marketing Mix <b>References:</b> <i>Handayani, T., &amp; Fathoni, MA (2019). Islamic Marketing Management Textbook. Deepublish</i></p> <hr/> <p><b>Material:</b> marketing mix <b>Reference:</b> <i>Agustin, H., Indrastuti, S., &amp; Rahman, FA (2019). Islamic Marketing Management Information System Model.</i></p>	5%
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13	Develop a Marketing Mix Strategy	<p>1.Examining the Marketing Mix from various expert opinions</p> <p>2. Identifying Marketing Mix with Sharia-compliant Indicators</p> <p>3. Formulate a Marketing Mix that is implemented in nearby businesses</p>	<p><b>Criteria:</b> Holistic Rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures in class with Case Study		<p><b>Material:</b> Marketing Mix</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> Marketing Mix</p> <p><b>Literature:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> Marketing Mix</p> <p><b>References:</b> <i>Kotler, Philip and Keller, Kevin Lane. 2008. Marketing Management. Jakarta: Erlangga</i></p> <hr/> <p><b>Material:</b> Marketing Mix</p> <p><b>References:</b> <i>Fathoni, MA (2018). Marketing concepts from an Islamic legal perspective. Jurisdiction: Journal of Law and Sharia, 9(1), 128-146.</i></p> <hr/> <p><b>Material:</b> Marketing Mix</p> <p><b>References:</b> <i>Shah, SA, Bhutto, MH, &amp; Azhar, SM (2022). Integrative review of Islamic marketing. Journal of Islamic Marketing, 13(6), 1264-1287.</i></p>	5%
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14	explains the New Product Development strategy	<ol style="list-style-type: none"> <li>1.Explaining the New Product Concept</li> <li>2.Explaining the Stages of Product Development</li> <li>3.Identifying Encouraging and Inhibiting Factors in New Product Development</li> <li>4.Explain the concept of product life cycles</li> <li>5.Example of a product that extends its product life cycle</li> <li>6.Explain the benefits of product branding</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Portfolio Assessment</p>	Lectures in class with Case Study		<p><b>Material:</b> 1. New Product Development Concept 2. Product Life Cycles 3. Branding Concept <b>Library:</b> Usman, Hardius et al. 2020. <i>Islamic Marketing</i>. Depok: Rajawali Press</p> <hr/> <p><b>Material:</b> 1. New Product Development Concept 2. Product Life Cycles 3. Branding Concept <b>Library:</b> Asnawi, Nur and Fanani, Muhammad Asnan. 2017. <i>Sharia Marketing</i>. Depok: Rajawali Press</p> <hr/> <p><b>Material:</b> 1. New Product Development Concept 2. Product Life Cycles 3. Branding Concept <b>Library:</b> Kotler, Philip and Keller, Kevin Lane. 2008. <i>Marketing Management</i>. Jakarta: Erlangga</p> <hr/> <p><b>Material:</b> brand development concept <b>References:</b> Shah, SA, Bhutto, MH, &amp; Azhar, SM (2022). <i>Integrative review of Islamic marketing. Journal of Islamic Marketing</i>, 13(6), 1264-1287.</p> <hr/> <p><b>Material:</b> product cycle <b>References:</b> Agustin, H., Indrastuti, S., &amp; Rahman, FA (2019). <i>Islamic Marketing Management Information System Model</i>.</p>	7%
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15	Explains Product Strategy, Pricing, Marketing Communications, Retail Marketing, and distribution channels	<ol style="list-style-type: none"> <li>1.Explains product strategy</li> <li>2.Explain the pricing strategy</li> <li>3.Explains retail marketing communication strategies</li> <li>4.Explain distribution channel strategy</li> </ol>	<p><b>Criteria:</b> In accordance with the assessment guidelines / rubric</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures in class with Case Study		<p><b>Material:</b> 1. Product Strategy 2. Pricing Strategy 3. Marketing Communication Strategy 4. Retail Marketing Strategy 5. Distribution channel strategy</p> <p><b>References:</b> <i>Usman, Hardius et al. 2020. Islamic Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> 1. Product Strategy 2. Pricing Strategy 3. Marketing Communication Strategy 4. Retail Marketing Strategy 5. Distribution channel strategy</p> <p><b>References:</b> <i>Asnawi, Nur and Fanani, Muhammad Asnan. 2017. Sharia Marketing. Depok: Rajawali Press</i></p> <hr/> <p><b>Material:</b> product strategy; pricing strategy; marketing communication strategy</p> <p><b>References:</b> <i>Shah, SA, Bhutto, MH, &amp; Azhar, SM (2022). Integrative review of Islamic marketing. Journal of Islamic Marketing, 13(6), 1264-1287.</i></p> <hr/> <p><b>Material:</b> product strategy</p> <p><b>References:</b> <i>Handayani, T., &amp; Fathoni, MA (2019). Islamic Marketing Management Textbook. Deepublish</i></p>	5%
16	FINAL EXAMS		<p><b>Criteria:</b> Holistic Rubric</p> <p><b>Form of Assessment :</b> Test</p>				15%

**Evaluation Percentage Recap: Case Study**

No	Evaluation	Percentage
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1.	Participatory Activities	50%
2.	Portfolio Assessment	20%
3.	Test	30%
		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.