



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

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																																																																																																																				
Global Marketing Management	6110103309	Study Program Elective Courses	T=3	P=0	ECTS=6.72	7	June 1, 2023																																																																																																																																				
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator																																																																																																																																					
		Dr. Sri Setyo Iriani, S.E., M.Si	Dr. Yessy Artanti, S.E., M.Si			Dr. Andre Dwijanto Witjaksono, S.T., M.Si.																																																																																																																																					
Learning model	Case Studies																																																																																																																																										
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																																																										
	PLO-6	Graduates are able to creatively generate and develop business ideas in a global business environment																																																																																																																																									
	PLO-8	Graduates are able to master management theories in order to properly solve problems faced in organizations																																																																																																																																									
	PLO-12	Graduates are able to communicate effectively																																																																																																																																									
	Program Objectives (PO)																																																																																																																																										
	PO - 1	C4. Students are able to accurately compare the suitability of International Marketing practices with theory.																																																																																																																																									
	PO - 2	C5. Students are able to accurately evaluate the suitability of International Marketing practices with theory.																																																																																																																																									
	PO - 3	P1. Students are able to demonstrate strategies for conducting international marketing according to their field of business																																																																																																																																									
	PO - 4	P1. Students are able to differentiate strategies in conducting international marketing according to their business field																																																																																																																																									
	PO - 5	A5. Students are able to show tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial character in International Marketing learning activities.																																																																																																																																									
	PLO-PO Matrix																																																																																																																																										
		<table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <thead> <tr> <th>P.O</th> <th>PLO-6</th> <th>PLO-8</th> <th colspan="4">PLO-12</th> </tr> </thead> <tbody> <tr><td>PO-1</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></tr> <tr><td>PO-3</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></tr> <tr><td>PO-5</td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>						P.O	PLO-6	PLO-8	PLO-12				PO-1							PO-2							PO-3							PO-4							PO-5																																																																																																
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Short Course Description	The Global Marketing Management course explains how to manage marketing in a global context. Sub-themes in this course include the scope of global marketing, global corporations, information system support in global marketing, and technical aspects of global marketing. After taking this course, students are expected to be technically capable and have intelligent character to provide solutions to problems related to global marketing.																																																																																																																																										

References	Main :						
	<ol style="list-style-type: none"> [1] Philip Kotler & Kevin Lane Keller, (2009). Manajemen Pemasaran , Edisi Ketiga belas. Jakarta: Erlangga [2] 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. Jakarta: Salemba Empat Graham Cateora , 2007," International Marketing" 13Th edition, Jakarta, Salemba Empat Keegen Warren J, 2010,"Internasional Marketing Management" Prentice Hall International ,New Jersey 						
	Supporters:						
		1. Majalah : SWA, Marketing , Business Week, Forbes, The Economic dan Mix					
Supporting lecturer	Prof. Dr. Sri Setyo Iriani, S.E., M.Si. Dr. Sanaji, S.E., M.Si. Dr. Yessy Artanti, S.E., M.Si.						
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	- Good preparation of objectives, weights, assignment forms, and assessment systems - Understanding of Global Marketing and its scope	Students' ability to propose lecture systems and the scope of lecture material	Form of Assessment : Participatory Activities	- Assignment to read literature and criticize students' explanations about the basics of Global Marketing - Discuss the Conceptual Framework - Assignment - 3 X 50		Material: Identifying the basic concepts of international marketing and knowing the factors that cause failure to enter international markets. Reference: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey <hr/> Material: Identifying the basic concepts of international marketing and knowing the factors that cause failure to enter international markets. Reference: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat	0%

2	- Ability to recognize and explore the economic environment and social and cultural elements of the world market - Understanding of global marketing theory	Students' sharpness in managing a problem is based on global marketing theory	Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations about the economic environment, social and cultural elements of the world market environment 3 X 50		<p>Material: Identifying the basic concepts of international marketing and knowing the factors that cause failure to enter international markets. Reference: <i>Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat</i></p> <hr/> <p>Material: Identifying the basic concepts of international marketing and knowing the factors that cause failure to enter international markets. Reference: <i>Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey</i></p>	0%
3	Each group is able to qualify regional market characteristics and relief dimensions	Each student's understanding and comprehensive level of thinking	Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations about the Global Marketing Environment which includes the characteristics of regional markets and Legal 3 X 50		<p>Material: Analyzing the International Marketing Environment Reference: <i>Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat</i></p> <hr/> <p>Material: Analyzing the international marketing environment Reference: <i>Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey</i></p>	0%

4	Each individual is able to understand and qualify funding sources, supplies and global production strategies	Synthetic and critical sharpness towards global business phenomena	Form of Assessment : Participatory Activities	Assignment to read and criticize literature and discuss funding sources and decisions in facing the global crisis. Develop and plan supply sources and global production strategies 3 X 50		Material: Analyzing the International Marketing Environment Reference: <i>Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat</i> <hr/> Material: Analyzing the international marketing environment Reference: <i>Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey</i>	0%
5	- Understanding of marketing information research - Each student can review and criticize the material that has been taught previously	Students' ability to criticize lecture material	Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations about 3 X 50 marketing information systems and research		Material: Identifying the international financial environment Reference: <i>Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat</i> <hr/> Material: Identifying the international financial environment Reference: <i>Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey</i>	0%

6	Understanding of global market entry and expansion strategies	Development of student abilities	Form of Assessment : Participatory Activities	Assignment to read literature and discuss with the group about alternative strategies for income and expansion Assignment to discuss competitive strategy analysis 3 X 50		Material: Identifying the international financial environment Reference: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat <hr/> Material: Identifying the international financial environment Reference: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey	0%
7	Propose working capital management	Understanding of the scope of global marketing from the initial process of global market entry to market expansion	Criteria: Identify the international financial environment Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations about the initial process of global market entry to market expansion. Exercise to propose working capital management 3 X 50		Material: Identifying the STP concept in international marketing Reference: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat <hr/> Material: Identifying the STP concept in international marketing Reference: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey	0%
8	UTS		Form of Assessment : Test	3 X 50			0%

9	- Find creative and innovative products that will be marketed globally	Understanding each student and their level of creative thinking. Explaining the reasons for companies to merge businesses	Form of Assessment : Participatory Activities	- Assignment to read literature and discuss with the group about product determination decisions - Assignment to read literature and discuss with the group about pricing decisions 3 X 50		Material: Analyzing competitive marketing strategies Reference: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat <hr/> Material: Analyzing competitive marketing strategies References: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey	0%
10	- Understanding of the decision-making process of global companies in determining distribution channels and import-export activities.	Students' sharpness and criticality in determining distribution and export-import channels.	Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations about the decision to determine distribution channels Assignment to group discussion Practice calculating and assessing mergers 3 X 50		Material: Analyzing export marketing as a strategy for entering international markets Reference: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat <hr/> Material: Analyzing export marketing as a strategy for entering international markets Reference: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey	0%

11	Each student's understanding of the process of determining promotional activities	- Analytical sharpness, ability to determine promotional activities	Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations Assignment to group discussion to solve multinational marketing cases: Promotion decisions 3 X 50		Material: Identifying International production and service management Reference: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat <hr/> Material: Identifying international production and service management Reference: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey	0%
12	Student understanding of alternatives and distribution channels	- Analytical acumen and ability in international channel identification	Form of Assessment : Participatory Activities	Assignment to read literature and criticize students' explanations about the effectiveness of distribution channels in terms of the 5C concept and show the innovative power of distribution channels 3 x 50		Material: Getting to know international distribution Reader: Graham Cateora, 2007, "International Marketing" 13Th edition, Jakarta, Salemba Empat <hr/> Material: Getting to know international distribution Bibliography: Keegen Warren J, 2010, "International Marketing Management" Prentice Hall International, New Jersey	5%
13	Analyzing International pricing						0%
14	Identifying International marketing communications						0%
15	Analyzing the role of the internet in supporting international marketing						0%
16	Ak Exam		Form of Assessment : Test				0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	5%
		5%

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.