



Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Commerce Education Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																	
Marketing Management	8721104023		T=4 P=0 ECTS=6.36	3	July 19, 2024																																	
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																		
	Dr. Tri Sudarwanto, S.Pd., MSM.																																		
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																																				
Short Course Description	PO Matrix at the end of each learning stage (Sub-PO)																																					
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td></td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">7</td> <td style="text-align: center;">8</td> <td style="text-align: center;">9</td> <td style="text-align: center;">10</td> <td style="text-align: center;">11</td> <td style="text-align: center;">12</td> <td style="text-align: center;">13</td> <td style="text-align: center;">14</td> <td style="text-align: center;">15</td> <td style="text-align: center;">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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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																						
References	Main : 1. Kotler. Philip. 2005. Manajemen Pemasaran Analisis Perencanaan, Implementasi dan Kontrol. Jilid I dan II. Edisi Ke sebelas. Jakarta: PT Indeks. 2. Kotler, Philip dan Keller, Kevin Lane. 2013. Manajemen pemasaran (Edisi 13). PT. Indeks: Jakarta. 3. Sumarwan, Ujang. 2002. Perilaku Konsumen (Teori dan Penerapannya dalam Pemasaran). Ghalia Indonesia: Jakarta Supporters:																																					
Supporting lecturer	Dr. Harti, M.Si. Dr. Raya Sulistyowati, S.Pd., M.Pd. Novi Marlina, S.Pd., M.Si. Septyan Budy Cahya, S.Pd., M.Pd.																																					
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	Examining core marketing concepts	1. Define marketing concepts 2. Describe the core concepts of marketing and markets and transactions in a marketing activity 3. Describe the core concepts of marketing and markets and transactions in a marketing activity	Criteria: 1. The maximum score with all correct answers is: 100 with the following criteria: 2.1. Question number 1, the correct answer is worth 40 3.2. Question number 2, the correct answer is worth 30 4.3. For question number 3, the correct answer is worth 30	Reading literature, lectures and discussions 8 X 50			0%
2							0%
3	Analyze consumer behavior and the factors that influence consumer behavior	Analyze consumer behavior and the factors that influence consumer behavior	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions 4 X 50			0%
4	Examining marketing strategies based on the STP strategy	Analyze marketing strategies based on STP strategy	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions 4 X 50			0%
5	Examining marketing strategies based on SWOT strategy	1. Analyze marketing strategies based on SW strategies 2. Analyze marketing strategies based on OT strategies 3. Analyzing the SWOT of a business	Criteria: 1. The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 50 3.2. Correct 2 marks 100	Reading literature, lectures and discussions using case examples, Visit company/visit to a business/UKM 10 X 50			0%
6							0%
7							0%
8	MIDDLE SEMESTER EXAMINATION (UTS)			4 X 50			0%
9	Examining the marketing mix in a business	Analyzing the marketing mix concept (4P)		Reading literature, lectures and discussions using 4 X 50 case examples			0%
10	Examining marketing strategies based on PLC and BCG matrix	Analyzing marketing strategies based on PLC and BCG matrix		Reading literature, lectures and discussions 4 X 50			0%
11	Examining product management in a business	Analyzing product management in a business	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions 4 X 50			0%

12	Examining pricing strategies in a business	Analyze pricing strategies in a business	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions using 2 X 50 case examples			0%
13	Examining various distribution channels implemented in a business	Analyzing distribution channels implemented in a business	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions using 4 X 50 case examples			0%
14	Examining promotional strategies in a business	Analyzing promotional strategies in a business	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions using 4 X 50 case examples			0%
15	Examining customer value-driven marketing strategies	Analyze customer value-driven marketing strategies	Criteria: Maximum score with all correct answers is: 100	Reading literature, lectures and discussions using 4 X 50 case examples			0%
16	FINAL SEMESTER EXAMINATION (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.
- 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.
- 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.
- 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.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.