SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Marketing Research		8721102067		T=2	P=0	ECTS=3.18	6	July 19, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	....	....	Dr. Tri Sudarwanto, S.Pd., MSM.

Learning model	Project Based Learning

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)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Short Course Description	This Marketing Research course reveals and explains the specific steps for collecting, analyzing and interpreting information that connects an organization with its market, identifying marketing problems and opportunities, and preparing and evaluating a series of marketing actions.

References	Main :	

1. Singgih Santoso, 2002, 1DRiset Pemasaran: Konsep dan Alikasi SPSS 1D,Penerbit Elex Media Komputindo, Jakarta
2. Sugiarto, Dergibson Siagian, Lasmono Tri Sunaryanto, and Deny S. Oetomo, 2001 , 1D Teknik Sampling 1D, Penerbit PT Gramedia PustakaUtama, Jakarta
3. Husein Umar, 2000, 1D Riset Pemasaran 1D, Penerbit PT Gramedia PustakaUtama, Jakarta
4. Freddy Rangkuti, 1999, 1D Riset Pemasaran 1D, Penerbit PT GramediaPustaka Utama, Jakarta
5. Naresh K. Malhotra, 1D Marketing Research: An Applied Orientation 1D,Prentice Hall International, Inc. Third Edition, 1999

Supporters:	

Supporting lecturer	Dr. Harti, M.Si. Dr. Raya Sulistyowati, S.Pd., M.Pd. 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	Identify the characteristics of marketing research and careers in marketing research	1.Able to explain the meaning, classification and use of marketing research 2.Can differentiate marketing research from research in other fields. 3.Able to describe the marketing research process 4.Describe marketing research practices in the marketing research industry		Individual assignment of marketing research practices by marketing research companies. 3 X 50			0%
2	Defining marketing research problems	1.Able to define marketing management decision problems. 2.Able to define marketing research problems. 3.Able to identify information needs to solve marketing research problems.		Lectures, student presentations and class discussions. 3 X 50			0%
3	Identify and develop a research design according to the expected objectives	1.Describe the types of marketing research design. 2.Identify and develop an exploratory research design 3.Identify and develop a descriptive research design		Lectures, student presentations and class discussions. 3 X 50			0%
4	Identify and develop a causal research design	1.Able to demonstrate causality phenomena in the marketing field. 2.Able to explain sources of invalidity in experiments 3.Demonstrate the types of experiments in marketing research 4.Develop a causal research design		Lectures, student presentations and class discussions. 3 X 50			0%

5	Constructing questionnaires according to marketing research problems and testing the quality of the instruments	1. Able to design questionnaires using appropriate scales. 2. Able to assess the validity and reliability of the questionnaire		Lectures, student presentations and class discussions. 3 X 50			0%
6	Choose a collection technique and determine the number of samples	1. Able to design the selection until 2. Determining the sample size		Lectures, student presentations and class discussions. 3 X 50			0%
7	Prepare marketing research proposals	Able to prepare marketing research proposals according to decision problems, research problems, select library sources and develop hypotheses, choose sampling techniques, develop instruments to be used, determine data analysis techniques.		Lectures, student presentations and class discussions. 3 X 50			0%
8	UTS			3 X 50			0%
9	Process and analyze marketing research data using OLS regression, logistic regression, and ANOVA	Able to process and analyze data using OLS regression analysis, logistic regression, and ANOVA		Practicum with SPSS software and structured 3 X 50 assignments			0%
10	Process and analyze marketing research data using factor analysis and conjoint analysis	Able to process and analyze data using factor analysis and conjoint analysis		Practicum with SPSS software and structured 3 X 50 assignments			0%
11	Process and analyze marketing research data using cluster analysis and discriminant analysis	Able to process and analyze data using cluster analysis and discriminant analysis		Practicum with SPSS software and structured 3 X 50 assignments			0%
12	Process and analyze marketing research data using Multidimensional Scaling (MDS) analysis	Able to process and analyze data using Multidimensional Scaling (MDS) analysis		Practicum with SPSS software and structured 3 X 50 assignments			0%
13	Demonstrate the results of purchasing behavior research.	1. Students are able to: Defend arguments for selecting research contexts. 2. Explain systematically and logically the results of marketing research. 3. Identify the relevance of marketing research results to marketing decisions.		Field practice and structured assignments 3 X 50			0%

14	Demonstrate the results of new product design research	1.Students are able to: Defend arguments for selecting research contexts. 2.Explain systematically and logically the results of marketing research. 3.Identify the relevance of marketing research results to marketing decisions.		Field practice and structured assignments 3 X 50			0%
15	Demonstrate segmentation research results	1.Students are able to: Defend arguments for selecting research contexts. 2.Explain systematically and logically the results of marketing research. 3.Identify the relevance of marketing research results to marketing decisions.		Field practice and structured assignments 3 X 50			0%
16	Demonstrate the results of brand positioning research	1.Students are able to: Defend arguments for selecting research contexts. 2.Explain systematically and logically the results of marketing research. 3.Identify the relevance of marketing research results to marketing decisions.		Field practice and structured assignments 3 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities 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.