	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
Services Marketing		8721102037		T=2	P=0	ECTS=3.18	2	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**			
	PLO-7	PLO-S3 Able to apply an entrepreneurial spirit in solving problems according to their field		
	Program Objectives (PO)			
	PLO-PO Matrix			
		P.O	PLO-7	
	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	Discussion of the concept of service marketing and its implementation in the world of economic education, especially as preparation for entering the world of work as a teacher, especially in the fields of management and business. Understanding the concept of service marketing, assessment. planning. implementation and control of marketing activities. Lectures are carried out using a system of case study analysis, presentations and discussions, and reflections.

References	**Main :**
	1. Lupiyoadi, Rambat. 2001.Manajemen Pemasaran Jasa: Teori dan Praktek. Jakarta: Salemba Empat 2. Christoper Lovelock & Lauran Wright. 1999.Principles of Service Marketing and Management. Prentice Hall International 3. Payne Andrian. 2001.The Essence of Service Marketing, Pemasaran Jasa. Yogyakarta: Andi 4. Fandy Tjiptono. 2001.Manajemen Jasa. Yogyakarta: Andi 5. Hoffman,K. Douglas. , Bateson, John. E. G. Seervices Marketing Concepts, Strategies &Cases (ebook)
	Supporters:
Supporting lecturer	Renny Dwijayanti, S.Pd., M.Pd. Erta, S.E., M.M.

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	Understand the meaning of services and service characteristics	1. Describe services and service characteristics 2. Identifying services and service characteristics	**Criteria:** 1. Score > 80 2. Identify service characteristics and draw conclusions 3. Score > 65 4. Identifying inappropriate service characteristics 5. Score < 50 6. Wrong answer / no answer **Form of Assessment** : Participatory Activities	1) Analysis of companies that fall into the service sector and also the characteristics of 2 X 50 Services		**Material:** service marketing concept **References:** *Hoffman, K. Douglas. , Bateson, John. EG Services Marketing Concepts, Strategies & Cases (ebook)*	5%
2	Understand and describe services marketing, frameworks and keys to successful services marketing	1. Describe the services marketing framework 2. identify various factors that encourage and inhibit service growth 3. Describe things that can be done to overcome obstacles in service growth	**Criteria:** 1. Score > 80 2. provide an overview of the services marketing framework and be able to provide explanations about the images 3. Score > 65 4. provides an inaccurate description of the service marketing framework 5. Score < 50 6. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Learning by discussing services marketing, frameworks and strategies in services marketing from a 4 X 50 case study		**Material:** Strategy in marketing services **References:** *Hoffman, K. Douglas. , Bateson, John. EG Services Marketing Concepts, Strategies & Cases (ebook)*	5%
3	Understand and describe services marketing, frameworks and keys to successful services marketing	1. Describe the services marketing framework 2. identify various factors that encourage and inhibit service growth 3. Describe things that can be done to overcome obstacles in service growth	**Criteria:** 1. Score > 80 2. provide an overview of the services marketing framework and be able to provide explanations about the images 3. Score > 65 4. provides an inaccurate description of the service marketing framework 5. Score < 50 6. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Learning by discussing services marketing, frameworks and strategies in services marketing from a 4 X 50 case study		**Material:** Strategy in marketing services **References:** *Hoffman, K. Douglas. , Bateson, John. EG Services Marketing Concepts, Strategies & Cases (ebook)*	5%
4	Understand the importance of formulating a Mission Statement	1. Able to identify the elements needed to formulate a service company mission 2. Able to formulate a service company's mission statement	**Criteria:** 1. Score > 80 2. Able to provide an overview of the processes needed to formulate a service company's mission and provide an explanation 3. Score > 65 4. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Identifying the elements needed in formulating a service company's mission Formulating a service company's Mission Statement 2 X 50		**Material:** service management components **Reader:** *Fandy Tjiptono. 2001. Services Management. Yogyakarta: Andi*	5%

5	Understanding service consumer behavior	1. Identifying service consumers 2. Analyze how consumers evaluate a service to use the service, and how a service should be carried out	**Criteria:** 1. Score > 80 2. Analyze consumer views and provide solutions for service companies 3. Score > 65 4. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Discussion of case study discussion material 2 X 50		**Material:** marketing concept, strategy **Reader:** *Hoffman, K. Douglas. , Bateson, John. EG Services Marketing Concepts, Strategies & Cases (ebook)*	5%
6	Understand Segmenting and Targeting strategies in services marketing	1. Explain the importance of Segmenting and Targeting strategies in services marketing 2. analyze segmenting and targeting strategies in marketing a service	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Discussion of company case studies in Indonesia 4 X 50		**Material:** segmenting, targeting and positioning in service marketing **Reader:** *Fandy Tjiptono. 2001. Services Management. Yogyakarta: Andi*	3%
7	Describe the meaning of targeting in services marketing, explain the importance of targeting and positioning strategies in services marketing, analyze targeting and positioning strategies in marketing a service	1. Explain the importance of Segmenting and Targeting strategies in services marketing 2. analyze segmenting and targeting strategies in marketing a service	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Discussion of company case studies in Indonesia 4 X 50		**Material:** segmenting, targeting and positioning in service marketing **Reader:** *Fandy Tjiptono. 2001. Services Management. Yogyakarta: Andi*	5%

8	UTS	Able to answer the test questions given	**Criteria:** 1. Correct answer >80 2. incorrect answer >65 **Form of Assessment** : Test	Written test 2 X 50		**Material:** Understanding service marketing **Reference:** *Lupiyoadi, Rambat. 2001. Services Marketing Management: Theory and Practice. Jakarta: Salemba Empat* **Material:** marketing and service management **Reader:** *Christopher Lovelock & Lauran Wright. 1999. Principles of Service Marketing and Management. Prentice Hall International* **Material:** service marketing strategies and cases **References:** *Hoffman, K. Douglas. , Bateson, John. EG Services Marketing Concepts, Strategies & Cases (ebook)*	20%
9	Analyzing Positioning and Differentiation of Service Products	1. Explain the importance of Positioning strategy 2. Identifying product and service differentiation	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer	Discussion Case study 2 X 50	-	**Material:** Positioning and Differentiation of Service Products **Reader:** *Payne Andrian. 2001. The Essence of Service Marketing, Services Marketing. Yogyakarta: Andi*	3%
10	Understand the services marketing mix	1. Describe the difference between the goods marketing mix and the services marketing mix 2. Explain the importance of the services marketing mix 3. Describe the elements in the services marketing mix 4. Describe the elements of the marketing mix for services	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment** : Participatory Activities	Discussion Case study 2 X 50		**Material:** service marketing mix **Reader:** *Fandy Tjiptono. 2001. Services Management. Yogyakarta: Andi*	4%

11	Understand the meaning of productivity and service quality	1. Identify the importance of productivity and analyze its impact on service quality 2. Analyzing the pros and cons of service quality through a gap analysis model 3. Analyzing the importance of service quality from a religious perspective	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment**: Participatory Activities	Discussion Case study 2 X 50	-	**Material:** productivity and service quality **Reader:** *Christopher Lovelock & Lauran Wright. 1999. Principles of Service Marketing and Management. Prentice Hall International*	4%
12	Analyzing alternatives in building customer satisfaction and loyalty	1. Explain the meaning of customer satisfaction and customer loyalty 2. Analyze and describe alternatives in building service company customer satisfaction and loyalty 3. Measuring the service quality offered by service companies 4. Concludes the importance of retaining service company customers	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment**: Participatory Activities	Discussion Case study 2 X 50	-	**Material:** building customer satisfaction and loyalty **References:** *Lupiyoadi, Rambat. 2001. Services Marketing Management: Theory and Practice. Jakarta: Salemba Empat*	4%
13	Understanding service quality information systems	1. Identify elements of an effective service quality information system 2. Explain the benefits of a service quality information system	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment**: Participatory Activities	Discussion 2 X 50		**Material:** Service quality information system **References:** *Hoffman, K. Douglas. , Bateson, John. EG Services Marketing Concepts, Strategies & Cases (ebook)*	4%
14	Designing service marketing	1. Describes the important elements in services marketing 2. Analyze the benefits of preparing a service marketing plan	**Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment**: Participatory Activities	Discussion of the 4 X 50 service marketing plan	-	**Material:** Service marketing design **Reader:** *Christopher Lovelock & Lauran Wright. 1999. Principles of Service Marketing and Management. Prentice Hall International*	4%

| 15 | Designing service marketing | 1. Describes the important elements in services marketing 2. Analyze the benefits of preparing a service marketing plan | **Criteria:** 1. Score > 80 2. Able to provide correct analysis and provide conclusions 3. Score > 65 4. Wrong answer / no answer **Form of Assessment** : Participatory Activities | Discussion of the 4 X 50 service marketing plan | - | **Material:** Service marketing design **Reader:** *Christopher Lovelock & Lauran Wright. 1999. Principles of Service Marketing and Management. Prentice Hall International* | 5% |
| 16 | UAS | | | UAS 3 X 50 | - | **Material:** UAS **Literature:** *Lupiyoadi, Rambat. 2001. Services Marketing Management: Theory and Practice. Jakarta: Salemba Empat* | 30% |

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	58%
2.	Test	20%
		78%

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.