SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Marketing strategy	8721103080		**T=3**	**P=0**	**ECTS=4.77**	4	April 13, 2023

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
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Learning model	**Project Based Learning**	
Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**	
	PLO-3	Develop logical, critical, systematic and creative thinking in carrying out specific work in their field of expertise and in accordance with work competency standards in the field concerned
	PLO-5	Able to demonstrate human values in carrying out duties based on religion, morals and ethics
	PLO-6	Able to apply the values, norms and professional ethics of Business educators
	PLO-12	Able to make appropriate decisions to solve problems in the educational and scientific fields in Business and Marketing based on information and data analysis by utilizing technology and information
	Program Objectives (PO)	
	PO - 1	Able to demonstrate a responsible attitude towards work independently
	PO - 2	Able to analyze marketing strategy theories and concepts
	PO - 3	Able to utilize ICT to search for data and information about marketing strategies
	PO - 4	Able to solve problems in marketing strategy activities
	PLO-PO Matrix	

P.O	PLO-3	PLO-5	PLO-6	PLO-12
PO-1				
PO-2				
PO-3				
PO-4				

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
PO-1																
PO-2																
PO-3																
PO-4																

Short Course Description	The Marketing Strategy course teaches marketing concepts and theories that organizations can apply in an effort to discover, create and exploit them in order to gain an advantage in competition. Through the marketing strategy course, students are expected to understand the process of analyzing market situations, evaluating segments, targets and brand positioning, analyzing the selection and evaluation of marketing strategies based on the life cycle, competitive position, and evaluating marketing performance. The learning approach chosen is student-centered, meaning that the learning process encourages students to be active in the process of searching for learning resources in constructing knowledge. Learning methods are carried out using case analysis, presentations, discussions, observation assignments, and reflection.
References	**Main :**

1. Cravens, David W. and NigelF. Piercy. 2009. Strategic Marketing, Ninth Edition,International Edition. McGraw-Hill, Boston New York.
2. Walker, Orville C. , Jr. , John W. Mulins, Harper W. Boyd, Jr. , and Jean-Claude Larreche. 2008. Marketing Strategy , ADecision-Focused Approach Seventh Edition. Irwin McGraw-Hill Boston.
3. Jain, Subash C.2001. Marketing Planning and Strategy 6th Edition
4. Day, George S. 1999. MarketDriven Strategy .The Free Press New York.
5. Fandy Tjiptono, Gregorius Chandra, Dadi Adriana. 2008. Pemasaran Strategik. CV Andi Offset (PenerbitAndi)

Supporters:	

| Supporting lecturer | Novi Marlena, S.Pd., M.Si.
 Renny Dwijayanti, 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	Understand the meaning of marketing strategy and the preparatory steps for developing a marketing strategy. Introduction to marketing and marketing strategy	1.Describe the meaning of marketing strategy 2.Mention the importance of marketing strategy 3.Analyzing the company's internal conditions 4.Analyze external environmental conditions 5.Designing the company's vision, mission, goals	Criteria: Scoring Guidelines	Lecture: - lecture - discussion - Assignment 1: marketing strategy concept map assignment and analysis of the internal external environment that supports company strategy 3 X 50			10%
2	Identifying market segmentation (segmenting)	1.Identifying consumer behavior and purchasing decision processes 2.Determine the approach used in market segmentation 3.Identifying criteria for successful market segmentation 4.Identify market segmentation variables	Criteria: Scoring Guidelines	Lecture: - Lecture - Discussion in groups - Task 2: identify 3 X 50 market segmentation			10%
3	Understand and explain the relationship between corporate, business and marketing strategy	1.Analyzing consumer market segmentation (B to C) 2.Analyzing business market segmentation (B to B)	Criteria: Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 3: Do 3 X 50 practice questions			10%
4	Identifying the target market (targeting)	1.Identify relevant target markets based on products and market segments 2.Explain the types of market target determination strategies	Criteria: Scoring Guidelines	Reading literature and peer discussions Reading literature and listening to learner explanations 3 X 50	Lectures: - lectures - Presentations and discussions - Task 4: Identify target markets and design strategies for determining market targets		10%

5	Analyzing and Determining the target market	1.Identify target market 2.Analyze the target market 3.Determine the target market	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 5: Assignments carried out using primary or secondary data from one of the products or brands, for consumer and business markets 3 X 50			10%
6	Understand the product's position in industrial market competition	1.Explain the meaning of market positioning and market share. 2.Identifying the product's position in the market (market share size) 3.Describe the strategy for each market position	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions Assignment 6: Assignments carried out using primary or secondary data from one of the products or brands, for consumer and business markets 3 X 50			10%
7	Identify and analyze the product market position in the industry	1.Identify the level of product sales 2.Analyze market position or control of market share in the industry 3.Identify and determine strategies in market positioning	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions Assignment 7: Assignments carried out using primary or secondary data from one of the products or brands, for consumer and business markets 3 X 50			10%
8	MIDTERM EXAM	MIDTERM EXAM		MID SEMESTER EXAMINATION 2 X 50			0%
9	Identify and analyze product strategies	1.Explain the product life cycle 2.Identify the product life cycle 3.Identify product attributes 4.Analyze various product strategies 5.Develop a branding strategy	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 9: product analysis project assignments and designing product strategies 3 X 50			10%

10	Identify and analyze pricing strategies	1. Explain the role of price in marketing strategy. 2. Explain the various pricing strategies 3. Identify and explain pricing strategies in the product life cycle 4. Analyze product pricing strategies in implementation in the market	**Criteria:** Assessment rubric	Lectures: - lectures - Presentations and discussions - Assignment 10: price analysis project assignment and designing a pricing strategy 3 X 50			10%
11	Identify and analyze promotional strategies	1. Explain the types of promotions and marketing communications 2. Identify and explain IMC (integrated marketing communications) 3. Analyzing promotional strategies in their implementation	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 11: promotional analysis project assignments and designing promotional strategies 3 X 50			10%
12	Identify and analyze distribution strategies	1. Explain the types of distribution channels 2. Identify types of channels that are effective and efficient 3. Identify and analyze creativity in selecting and determining distribution or marketing channels and marketing channel trends	**Criteria:** Scoring Guidelines	3 X 50			10%
13	Identify and analyze long-term strategies with CRM (customer relationship management)	1. Explain the meaning of CRM (customer relationship management) 2. Identify quality and value as key factors in building good relationships with customers 3. Identifying factors of customer satisfaction and loyalty. 4. Analyze customer satisfaction and loyalty	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 13: CRM analysis project assignments in MSMEs or retail stores 3 X 50			10%

14	Identify and analyze online marketing strategies	1. Explain the role of the internet in marketing strategy 2. Identify the application of the marketing mix in online marketing strategies 3. Analyze strategies for building relationships with customers in online marketing strategies	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 14: online business marketing strategy analysis project assignment 3 X 50			10%
15	Designing a marketing strategy evaluation	1. Describe the market control system 2. Identifying obstacles in implementing marketing strategies 3. Identify the drivers of marketing success	**Criteria:** Scoring Guidelines	Lectures: - lectures - Presentations and discussions - Assignment 15: marketing strategy evaluation analysis project assignment that has been carried out by the company 3 X 50			10%
16	FINAL EXAMS	FINAL EXAMS		FINAL EXAMINATION OF SEMESTER 2 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** 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.