

		<p style="text-align: center;"><b>Universitas Negeri Surabaya</b>  <b>Faculty of Economics and Business</b>  <b>Bachelor of Business Education Study Program</b></p>					<p style="text-align: center;">Document Code</p>																																		
<b>SEMESTER LEARNING PLAN</b>																																									
<b>Courses</b>		<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>			<b>SEMESTER</b>	<b>Compilation Date</b>																																	
Services Marketing		8721102037		T=2	P=0	ECTS=3.18	2	April 18, 2023																																	
<b>AUTHORIZATION</b>		<b>SP Developer</b>		<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>																																		
		Veni Rafida, S.Pd., M.Pd		Renny Dwijayanti, S.Pd., M.Pd			Dr. Tri Sudarwanto, S.Pd., MSM.																																		
<b>Learning model</b>	<b>Project Based Learning</b>																																								
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																								
	<b>Program Objectives (PO)</b>																																								
	<b>PLO-PO Matrix</b>																																								
		<table border="1" style="margin: auto;"> <tr><td style="width: 100px; height: 30px;">P.O</td></tr> </table>								P.O																															
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																									
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 30px; height: 30px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td><td style="width: 20px;">2</td><td style="width: 20px;">3</td><td style="width: 20px;">4</td><td style="width: 20px;">5</td><td style="width: 20px;">6</td><td style="width: 20px;">7</td><td style="width: 20px;">8</td><td style="width: 20px;">9</td><td style="width: 20px;">10</td><td style="width: 20px;">11</td><td style="width: 20px;">12</td><td style="width: 20px;">13</td><td style="width: 20px;">14</td><td style="width: 20px;">15</td><td style="width: 20px;">16</td> </tr> </table>								P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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<b>Short Course Description</b>	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.																																								
<b>References</b>	<b>Main :</b>																																								
	<ol style="list-style-type: none"> <li>1. Lupiyoadi, Rambat. 2001.Manajemen Pemasaran Jasa: Teori dan Praktek. Jakarta: Salemba Empat</li> <li>2. Christoper Lovelock &amp; Lauran Wright. 1999.Principles of Service Marketing and Management. Prentice Hall International</li> <li>3. Payne Andrian. 2001.The Essence of Service Marketing, Pemasaran Jasa. Yogyakarta: Andi</li> <li>4. Fandy Tjiptono. 2001.Manajemen Jasa. Yogyakarta: Andi</li> <li>5. Hoffman,K. Douglas. , Bateson, John. E. G. Seervices Marketing Concepts, Strategies &amp;Cases (ebook)</li> </ol>																																								
	<b>Supporters:</b>																																								
<b>Supporting lecturer</b>	Renny Dwijayanti, S.Pd., M.Pd. Veni Rafida, S.Pd., M.Pd.																																								
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																		
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																				

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1							0%
2							0%
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15							0%
16							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.