



**Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Management Study Program**

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
International Marketing	6120103095	Marketing	T=3	P=0	ECTS=4.77	7	June 10, 2022
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
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Learning model	Case Studies
Program Learning Outcomes (PLO)	PLO study program that is charged to the course
	PLO-14 (PLO 1) Graduates are able to master management theory as a whole
	Program Objectives (PO)
	PO - 1 C4. Students are able to carefully examine theories in the field of International Marketing
	PO - 2 C4. Students are able to carefully examine theories in the field of International Marketing
	PO - 3 C4. Students are able to carefully examine theories in the field of International Marketing
	PO - 4 C4. Students are able to carefully examine theories in the field of International Marketing
	PO - 5 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 6 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 7 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 8 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 9 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 10 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 11 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 12 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 13 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 14 C5. Students are able to accurately assess the suitability of International Marketing practices with theory
	PO - 15 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 16 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 17 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 18 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 19 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 20 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 21 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 22 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 23 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 24 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
	PO - 25 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
PO - 26 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities	
PO - 27 A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities	

PO - 28	A5. Students are able to show the character of faith, intelligence, independence, honesty, caring and toughness in International Marketing learning activities
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PLO-PO Matrix

	P.O	PLO-14
	PO-1	
	PO-2	
	PO-3	
	PO-4	
	PO-5	
	PO-6	
	PO-7	
	PO-8	
	PO-9	
	PO-10	
	PO-11	
	PO-12	
	PO-13	
	PO-14	
	PO-15	
	PO-16	
	PO-17	
	PO-18	
	PO-19	
	PO-20	
	PO-21	
	PO-22	
	PO-23	
	PO-24	
	PO-25	
	PO-26	
	PO-27	
	PO-28	

PO Matrix at the end of each learning stage (Sub-PO)

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1	Identify the basic concepts of international marketing and find out the factors that cause failure to enter international markets	<ol style="list-style-type: none"> Describe 3 basic marketing concepts and marketer ethics Describe the development of market internationalization 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Reading literature and listening to students' explanations and discussing with colleagues 3 X 50		<p>Material: basic concepts of international marketing and factors causing failure to enter international markets. Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	2%
2	Identify the basic concepts of international marketing and find out the factors that cause failure to enter international markets	<ol style="list-style-type: none"> Explain the three orientations of international marketing management Describes 3 international marketing concepts Give examples of 7 actions that result in being trapped in the international market 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Reading literature and listening to students' explanations and discussing with colleagues 3 X 50		<p>Material: basic concepts of international marketing and factors causing failure to enter international markets. Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p> <hr/> <p>Material: basic concepts of international marketing and knowing the factors that cause failure to enter international markets. Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	2%
3	Analyze the international marketing environment	<ol style="list-style-type: none"> Explain the development of world economic trends Describes the world economic system, characteristics of country development based on GNP and trade patterns Categorize political risks and explain how to overcome these risks 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Discusses the latest articles on the world economy and the role of technology in marketing 3 X 50		<p>Material: International marketing environment Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	2%

4	Analyze the international marketing environment	<ol style="list-style-type: none"> 1. Distinguish between two world legal systems, namely common law and code law and be able to provide examples of the application of laws that inhibit trade 2. Distinguish between a country's customs and culture which influence international marketing 3. Explain the role of technology in international marketing 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Discusses the latest articles about the activity process and international marketing environment 3 X 50		<p>Material: International marketing environment Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	2%
5	Identify the international financial environment	<ol style="list-style-type: none"> 1. Differentiate the application of existing financing sources 2. Explain these key factors in short-term financing strategies 3. Describe 3 short-term financing options used by multinational companies 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Looking for the latest articles related to mistakes made by international marketers related to 3 X 50 finance		<p>Material: international financial environment Reader: <i>Graham Cateora. 2007. International Marketing 13th edition. Jakarta Salemba Four</i></p>	4%
6	Identify the international financial environment	<ol style="list-style-type: none"> 1. Explain the types of financial risks that exist 2. Explain how to manage existing financial risks 3. Explain international foreign exchange management and risks 4. Explains the regulation of 2 principle aspects in finance, namely providing the funds needed and ensuring returns can be made by multinational financial management 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Looking for the latest articles related to managing financial risk and the 3 X 50 international financial principles		<p>Material: international financial environment Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	4%

7	Identify the STP concept in international marketing	<ol style="list-style-type: none"> 1. Distinguish between domestic markets and international markets in terms of boundaries between markets, customers, competition, interdependence and international strategy 2. Explain the levels of cooperation and integration in the economic field 3. Explain the various types of segmentation that can be carried out in international markets and provide examples of the application of each existing segmentation 4. Explains 2 criteria for applying target markets, namely potential and capability criteria and determining the right targeting strategy 5. Explain the concept of positioning and the value proposition that must be considered before carrying out positioning 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>	Write a paper about STP carried out by multinational companies to penetrate the Indonesian market 3 X 50		<p>Material: STP concept in international marketing Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	4%
8	Midterm exam	INTERNATIONAL MARKETING REVIEW AND CASE STUDY	<p>Criteria: scoring guidelines</p> <p>Form of Assessment : Test</p>	Written Test 3 X 50		<p>Material: Basic concepts of international marketing and failure to enter international markets, international marketing environment, international financial environment, STP in international marketing Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	20%

9	Analyze competitive marketing strategies	<ol style="list-style-type: none"> 1.Explains the 2 existing competitive models, namely: market performance and profit performance 2.Explain the application of open and defensive strategies for dominant international companies 3.Explains 3 market leader strategies and examples of their implementation 4.Explains 2 challangar strategies and examples of their implementation 5.Explains 4 follower strategies 6.Explains 8 strategies for nicher markets 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>		Looking for articles on the competitive application of Indonesian companies to protect the domestic market from invasion by imported products of the same type as 3 X 50	<p>Material: competitive marketing strategy</p> <p>Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	2%
10	Analyzing export marketing as a strategy for entering international markets	<ol style="list-style-type: none"> 1.Explain the benefits of expos from an economic and non-economic perspective for countries that export 2.Summarize export theory 3.Explain the relationship between export driving factors and international marketing 4.Explain the types and sources of export marketing 5.Explains successful export marketing practices and examples of their application 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>		Write a paper on the challenges and obstacles to Indonesian exports abroad 3 X 50	<p>Material: export marketing as a strategy for entering international markets</p> <p>Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i></p>	3%

11	Identify international production and service management	<ol style="list-style-type: none"> 1.Explain the scope of international products 2.Explain 6 international product positioning strategies 3.Explain the 4 factors in designing international products 4.Explain standardized and non-standardized product modifications 5.Explain the perception caused by the presence of COC 6.Explain the 5 stages of geographic expansion 7.Explain the stages of the international product life cycle 8.Explain aspects of marketing new products 9.Explain the factors that trigger international services and their application 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>		Create a paper regarding international product positioning and explain the product's PLC 3 X 50	<p>Material: International production and service management Reader: <i>Graham Cateora. 2007. International Marketing 13th edition. Jakarta Salemba Four</i></p>	5%
12	Get to know international distribution Analyze international pricing	<ol style="list-style-type: none"> 1.Explain alternative home country and host country distribution channels 2.Explain the purpose and structure of distribution channels 3.Explain the effectiveness of distribution channels in terms of the 5c concept 4.Explain the factors that cause conflict and how to resolve it 5.Demonstrate innovation in International distribution channels 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>		Search for articles on the internet regarding examples of innovations in the field of distribution channels carried out by International Companies Library study 3 X 50	<p>Material: International distribution Bibliography: <i>Graham Cateora. 2007. International Marketing 13th edition. Jakarta Salemba Four</i></p>	5%
13	Analyzing International pricing	<ol style="list-style-type: none"> 1.Explain the objectives and strategies of international pricing 2.Explain international pricing policies 3.Explain the practice of dumping 4.Explain the influence of environmental factors on pricing policies 5.Explain 3 alternatives for setting transfer prices 	<p>Criteria: assessment rubric</p> <p>Form of Assessment : Participatory Activities</p>		Search for the latest articles on the internet regarding international pricing and practices 3 X 50	<p>Material: International pricing Bibliography: <i>Graham Cateora. 2007. International Marketing 13th edition. Jakarta Salemba Four</i></p>	5%

14	Identifying international marketing communications	<ol style="list-style-type: none"> 1.Explain the key variables that influence international marketing 2.Explain international marketing communication strategies 3.Explains current issues in international marketing communications 	Criteria: assessment rubric Form of Assessment : Participatory Activities		Create an article regarding communication issues carried out by Indonesia related to NIKE's planned exit from Indonesia 3 X 50	Material: International marketing communications Reader: <i>Graham Cateora. 2007. International Marketing 13th edition. Jakarta Salemba Four</i>	5%
15	Analyzing the role of the internet in supporting international marketing	<ol style="list-style-type: none"> 1.Explain the perspective of e-commerce development 2.Explains the change from market place to market space & international marketing 3.Describe internet applications in the business sector 4.Explain the changes that have occurred in the digital marketing era 5.Explain the opportunities and challenges of internet marketing 	Criteria: assessment rubric Form of Assessment : Participatory Activities		Looking for articles regarding the advantages & disadvantages of e-commerce applications in international marketing 3 x 50	Material: the role of the internet in supporting international marketing Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i>	5%
16	Final exams	INTERNATIONAL MARKETING REVIEW AND CASE STUDY	Criteria: scoring guidelines Form of Assessment : Test	Written Test 3 X 50		Material: Competitive marketing strategy, Export marketing as a strategy for entering international markets, International production and service management, International distribution, International pricing, The role of the internet in supporting international marketing. Reference: <i>Keegen Warren J, 2010, International Marketing Management Prentice Hall International. New Jersey</i>	30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Test	50%
		100%

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.