



**Universitas Negeri Surabaya
Faculty of Vocational Studies
D4 Culinary Management Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date
Culinary Business Marketing	6230503071	Compulsory Study Program Subjects	T=3 P=0 ECTS=4.77	5	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	Lilis Sulandari, S.Pt., M.P.

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																					
	Program Objectives (PO)																																																																																					
PO - 1	CPMK 1 Able to understand the basic concepts of marketing in the culinary business (catering services) with quality and responsible performance																																																																																					
PO - 2	CPMK 2 Able to understand the basic concepts of marketing in the culinary business (catering services) with quality and responsible performance (Continuation of CPMK 1)																																																																																					
PO - 3	CPMK 3 Able to understand the Marketing Organization of companies operating in the culinary sector with quality and responsible performance																																																																																					
	PLO-PO Matrix																																																																																					
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	PO Matrix at the end of each learning stage (Sub-PO)																																																																																					
	<table border="1" style="margin: auto;"> <thead> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> </thead> <tbody> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>		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																
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Short Course Description	Understand the concept of service marketing and be able to implement it in the culinary business, including: understanding and scope of marketing; characteristics and classification of services; service consumer behavior, designing physical products and services, realizing digital marketing (creating websites/Search Engine analysis, Instagram, Youtube & Marketplace), designing service delivery systems, setting prices, designing integrated service marketing communications, managing service quality and, customer value, customer satisfaction management, realizing customer loyalty, managing customer complaints, and service recovery management. Learning is carried out by providing cases and developing marketing projects for culinary businesses.
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References	<p>Main :</p> <ol style="list-style-type: none"> 1. Parkin, Gofrey, 2009. Digital Marketing, Stratgies for online success 2. Burke, Leigh, 2008,Niche Internet Marketing, Publisher: Leigh Burke 3. Ryan, Damian, 2016. Understanding Digital Marketing, marketing stratgies for engagingthe digital generation. KoganPage; 4 edition 4. Kotler Philip, Kartajaya Hermawan, Setiawan Iwan,2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving krom Tradisional do Digital. Wiley. 5. Prisgunanto. Ilham, 2014. Komunikasi Pemasaran Era Digital, Penerbit: Prisani Cendekia, ISBN : 978-979-19315-1-9 6. Parkin, Gofrey, 2009. Digital Marketing, Stratgies for online success <p>Supporters:</p>
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1. Parkin, Gofrey, 2009. Digital Marketing, Strategies for online success
2. Adam, M., 2015. Manajemen Pemasaran Jasa. Bandung: Alfabeta
3. Effendi, Usman. (2016). Psikologi konsumen. Jakarta: PT Raja Grafindo Persada

Supporting lecturer Prof. Dr. Any Sutiadiningsih, M.Si.

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	1. Understand the design of lecture events 2. Master the basic concepts of marketing in the culinary business (catering services)	<ul style="list-style-type: none"> · 1. Understanding the contents of the RPS Culinary business marketing (services) 2. Explaining the meaning of services and marketing 3. Identifying the classification and characteristics of services 4. Explaining problems in service businesses 5. Explaining the core concepts of marketing 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Full marks are obtained if you do the questions correctly 2.2. The weight of the assessment results is 20% obtained from the level of student participation both in terms of attendance at lectures, activeness in attending lectures (asking questions, paying attention, and being serious), and activeness in group discussion activities and class presentations. The following is a class presentation rubric. 	1. Listen to and note down explanations about teaching material. 2. Practice asking questions and expressing opinions. 3. Practice asking, listening and accepting other people's opinions 2 X 50			0%
2	Mastering the basic concepts of marketing in the culinary business (catering services) - TM-1 continuation	<ol style="list-style-type: none"> 1.Explain the meaning of services and marketing 2.Identify the classification and characteristics of services 3.Explain the problems in the service business 4.Explain the core concepts of marketing 5.(Continued TM-1 Material) 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.1. Full marks are obtained if you do the questions correctly 2.2. The weight of the assessment results is 20% obtained from the level of student participation both in terms of attendance at lectures, activeness in attending lectures (asking questions, paying attention, and being serious), and activeness in group discussion activities and class presentations. The following is a class presentation rubric. 	Lecture Presentation Discussion 2 X 50			0%
3	Examining Marketing Organizations	<ul style="list-style-type: none"> · Able to study the Marketing Organization of companies operating in the culinary sector 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Analyzing the process of determining the title of a research and determining the research topic to be carried out 3.Score > 65 4.Analyzing the process of determining the title of a research and not yet having a research idea 5.Score < 50 6.Wrong answer / no answer 	Lecture Presentation Practical discussion 2 X 50			0%

4	Review the website	· Able to analyze and write effective websites	Criteria: 1.Score > 80 2.Analyzing the process of determining the title of a research and determining the research topic to be carried out 3.Score > 65 4.Analyzing the process of determining the title of a research and not yet having a research idea 5.Score < 50 6.Wrong answer / no answer	Lecture Presentation Practical discussion 2 X 50			0%
5	Studying search engines	· Able to analyze how search engines work in digital marketing	Criteria: 1.Score > 80 2.Provides several examples of citations and analysis 3.Score < 50 4.Wrong answer / no answer	Lecture Presentation Discussion 2 X 50			0%
6	Examining the Advantages of Websites and Return on Investment	· Analyzing Information Processes · Examining the Advantages of Log File Analysis and Page Tagging	Criteria: 1.Score > 80 2.Provide several problems/phenomena in the field of education in the problem points and be able to provide reasons for the importance of these phenomena being researched 3.Score > 65 4.Provide several problems/phenomena in the field of education in problem points without giving reasons for the importance of the phenomenon being discussed 5.Score < 50 6.Wrong answer / no answer	Lecture Presentation Discussion Case study 2 X 50			0%
7	Examining the Advantages of Websites and Return on Investment	· Analyzing Information Processes · Examining the Advantages of Log File Analysis and Page Tagging	Criteria: 1.Score > 80 2.Provide several problems/phenomena in the field of education in the problem points and be able to provide reasons for the importance of these phenomena being researched 3.Score > 65 4.Provide several problems/phenomena in the field of education in problem points without giving reasons for the importance of the phenomenon being discussed 5.Score < 50 6.Wrong answer / no answer	Lecture Presentation Discussion Case study 2 X 50			0%
8	Midterm exam	meeting 1 to meeting 7		2 X 50			0%

9	Describe E-mail marketing	· Understand and explain e-mail marketing · Able to create e-mail designs	Criteria: 1.Score > 80 2.Able to provide background to the problem and research hypothesis correctly 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, discussions 2 X 50			0%
10	Examining social media and consumer engagement	Analyze the good use of social media to engage and reach consumers	Criteria: 1.Score > 80 2.Able to determine sampling techniques correctly 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 2 X 50			0%
11	Reviewing Online Homework	· Analyze how to promote business and build an image through online channels · Be able to promote business online	Criteria: 1.Score > 80 2.Able to provide analysis correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 2 X 50			0%
12	Review affiliate marketing and strategic partnerships	· Analyze how to build strategic partnerships and recognize opportunities for strategic partnerships · Able to build strategic partnerships and recognize opportunities for strategic partnerships	Criteria: 1.Score > 80 2.Able to provide analysis correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 2 X 50			0%
13	Examining Creative Digital Media	· Analyze the main phases involved in the digital creative process	Criteria: 1.Score > 80 2.Able to provide analysis correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 2 X 50			0%
14	Examining Creative Digital Media	· Analyze the main phases involved in the digital creative process	Criteria: 1.Score > 80 2.Able to provide analysis correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 2 X 50			0%
15	Digital marketing in the future	· Analyze key trends shaping the digital marketing landscape of the future	Criteria: 1.Score > 80 2.Able to provide analysis correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 2 X 50			0%
16	Digital marketing in the future	· Analyze key trends shaping the digital marketing landscape of the future	Criteria: 1.Score > 80 2.Able to provide analysis correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer	Reading literature, lectures, practice and discussion 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.