

		<p style="text-align: center;">Universitas Negeri Surabaya Faculty of Economics and Business, Doctoral Management Study Program</p>					<p style="text-align: center;">Document Code</p>																																									
SEMESTER LEARNING PLAN																																																
Courses		CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																								
Marketing and Development Theory		6100103010		T=3	P=0	ECTS=7.56	2	July 19, 2024																																								
AUTHORIZATION		SP Developer		Course Cluster Coordinator			Study Program Coordinator																																									
				Prof. Dr. Dewie Tri Wijayati Wardoyo, M.Si.																																									
Learning model	Project Based Learning																																															
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																															
	Program Objectives (PO)																																															
	PLO-PO Matrix																																															
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 20px;">P.O</td> </tr> </table>							P.O																																							
	P.O																																															
PO Matrix at the end of each learning stage (Sub-PO)																																																
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 30px; height: 20px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px; height: 20px;">1</td> <td style="width: 20px; height: 20px;">2</td> <td style="width: 20px; height: 20px;">3</td> <td style="width: 20px; height: 20px;">4</td> <td style="width: 20px; height: 20px;">5</td> <td style="width: 20px; height: 20px;">6</td> <td style="width: 20px; height: 20px;">7</td> <td style="width: 20px; height: 20px;">8</td> <td style="width: 20px; height: 20px;">9</td> <td style="width: 20px; height: 20px;">10</td> <td style="width: 20px; height: 20px;">11</td> <td style="width: 20px; height: 20px;">12</td> <td style="width: 20px; height: 20px;">13</td> <td style="width: 20px; height: 20px;">14</td> <td style="width: 20px; height: 20px;">15</td> <td style="width: 20px; height: 20px;">16</td> </tr> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
P.O	Week																																															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																
Short Course Description																																																
References	Main :																																															
	Supporters:																																															
Supporting lecturer	Dr. Sanaji, S.E., M.Si. Dr. Raya Sulistyowati, 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			Form of Assessment : Participatory Activities		Lecture contract, introduction, explanation of hybrid lectures	Material: Service-Dominant Logic, Resource-based Theory, Resource advantage Theory of Competition, Consumer culture theory References:	0%
2			Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment		presentations and case studies	Material: Service-Dominant Logic, Resource-Based Theory, Resource Advantage Theory of Competition, Consumer culture theory References:	100%
3			Form of Assessment : Participatory Activities			Material: Service-Dominant Logic, Resource-Based Theory, Resource Advantage Theory of Competition, Consumer culture theory References:	0%
4			Form of Assessment : Participatory Activities		presentations and case studies	Material: Service-Dominant Logic, Resource-Based Theory, Resource Advantage Theory of Competition, Consumer culture theory References:	0%
5		100%	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment		presentations and case studies	Material: Service-Dominant Logic, Resource-Based Theory, Resource Advantage Theory of Competition, Consumer culture theory References:	0%

6		100%	Form of Assessment : Participatory Activities		presentations and case studies	Material: Theory of Reasoned Action, Theory of Planned Behavior, Cognitive Dissonance Theory, Consumer Loyalty Theory Literature:	100%
7		100%	Form of Assessment : Participatory Activities		presentations and case studies	Material: Theory of Reasoned Action, Theory of Planned Behavior, Cognitive Dissonance Theory, Consumer Loyalty Theory Literature:	100%
8		100%			UTS		100%
9	Able to provide a review regarding theories of technology adoption behavior		Form of Assessment : Participatory Activities		presentations and case studies	Material: Technological Acceptance Model, UTAUT Library:	100%
10	Able to provide a review regarding theories of technology adoption behavior	100%	Form of Assessment : Participatory Activities			Material: Technological Acceptance Model, UTAUT Library:	0%
11	Able to provide a review regarding theories of technology adoption behavior	100	Form of Assessment : Participatory Activities			Material: Technological Acceptance Model, UTAUT Library:	100%
12	Able to provide a review of marketing communication theories	100%	Form of Assessment : Participatory Activities			Material: Prospect Theory, Exploration Likelihood Model, Social Marketing Theory Literature:	100%
13	Able to provide reviews related to marketing communication theories	100%	Form of Assessment : Participatory Activities			Material: Prospect Theory, Exploration Likelihood Model, Social Marketing Theory Literature:	100%
14	Able to provide a review of marketing communication theories	100%	Form of Assessment : Participatory Activities			Material: Prospect Theory, Exploration Likelihood Model, Social Marketing Theory Literature:	100%

15	Able to build a conceptual model based on marketing theory	100%	Form of Assessment : Participatory Activities			Material: Theory and Theorizing Literature:	100%
16	End of Semester Evaluation						0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	850%
2.	Project Results Assessment / Product Assessment	50%
		100%

Notes

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.