



**Universitas Negeri Surabaya
Faculty of Economics and Business
Islamic Economics Undergraduate Study Program**

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																																																																						
Marketing Management	6020202032	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	3	July 7, 2020																																																																																						
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator																																																																																							
	Khusnul Fikriyah, S.E., M.SEI.		Khusnul Fikriyah, S.E., M.SEI.			Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI.																																																																																							
Learning model	Project Based Learning																																																																																												
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																												
	PLO-6	Able to master the basic concepts of research methodology and data analysis techniques in the fields of Islamic Economics, Islamic Business and Islamic Finance.																																																																																											
	Program Objectives (PO)																																																																																												
	PO - 1	Able to master the theory of marketing management as a whole																																																																																											
	PO - 2	Able to complete his duties and obligations responsibly and ethically																																																																																											
	PO - 3	Able to apply theories about sharia marketing management																																																																																											
	PLO-PO Matrix																																																																																												
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td colspan="6">PLO-6</td> </tr> <tr> <td>PO-1</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> </tr> <tr> <td>PO-3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>						P.O	PLO-6						PO-1							PO-2							PO-3																																																																
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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">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13</td> <td>14</td> <td>15</td> <td>16</td> </tr> <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> <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> <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> <td></td> </tr> </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	Marketing today requires companies to change mechanisms from managing product portfolios to managing customer portfolios. The company will collect a database about individual customers so that the company can better understand customers and provide personalized offers and messages. Companies and marketers need to carry out holistic marketing, where the development, design and implementation of marketing programs, processes and activities take into account the breadth and interdependence of the current marketing environment through the key dimensions of holistic marketing, namely: Internal Marketing, Integrated Marketing, Relationship Marketing and Marketing Performance. Through studying the Marketing Management course, students will gain insight into modern marketing programs that are suitable for the 21st century and put them into practice as a form of understanding of Marketing Science.																																																																																												
References	Main :																																																																																												
	<ol style="list-style-type: none"> Sudaryono. 2016. Manajemen Pemasaran: Teori dan Implementasi. Penerbit Andi. Philip Kotler dan Kevin Keller. 2020. Marketing Management 15th Edition. Pearson. Philip Kotler, Hermawan Kertajaya, Iwan Setiawan. 2019. Marketing 4.0 Moving From Traditional to Digital. 																																																																																												
	Supporters:																																																																																												
	<ol style="list-style-type: none"> Philip Kotler & Kevin Lane Keller. 2009. Manajemen Pemasaran Edisi Ketiga belas. Erlangga Philip Kotler & Kevin Lane Keller. 2013. Marketing Mangemen 14e Horizon Edition. Essex: Pearson Education Limited 																																																																																												
Supporting lecturer	Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI. Khusnul Fikriyah, S.E., M.SEI.																																																																																												

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	<p>1. Formulating 21st century marketing activities</p> <p>2. Able to explain the importance of marketing management</p> <p>3. Able to explain the scope of marketing management</p>	<p>1. (1) Able to explain the importance of marketing management</p> <p>2. (2) Able to explain the scope of marketing management</p>	<p>Criteria: Holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	<p>Listen to explanations of lecture learning in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) (lecture) Google Form (test) [1 x 3 x 50 minutes] 2x50</p>	<p>Material: 21st century marketing activities Bibliography: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p> <hr/> <p>Material: introduction to marketing management Bibliography: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D, E. Jerome McCarthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	4%
2	<p>1. Formulate and analyze customer value</p> <p>2. Able to explain the importance of customers</p> <p>3. Able to explain how to achieve customer satisfaction</p> <p>4. Able to differentiate CRM from CSR</p>	<p>1. (1) Able to explain the importance of customers</p> <p>2. (2) Able to explain how to achieve customer satisfaction</p> <p>3. (3) Able to differentiate CRM from CSR</p>	<p>Form of Assessment : Participatory Activities</p>	<p>Listen to explanations of Lecture learning in class with Problem Based Learning based on Student Centered Learning. i group 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) (lecture) Google Form (test) [1 x 3 x 50 minutes] 2x50</p>	<p>Material: market segmentation Reader: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p> <hr/> <p>Material: csr and crm Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p>	4%

3	<p>1. Analyze, conclude marketing processes and planning</p> <p>2. Able to identify and mention market segmentation</p> <p>3. Able to name the target market</p> <p>4. Able to determine the position of products/services in the market</p>	<p>1.(1) Able to identify and state market segmentation</p> <p>2.(2) Be able to name the target market</p> <p>3.(3) Able to determine the position of products/services in the market</p>	<p>Form of Assessment : Participatory Activities</p>	<p>Listening to students' explanations, reading literature, and 2 X 50 group discussions</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) (lecture) Google Form (test) [1 x 3 x 50 minutes] 2x50</p>	<p>Material: Segmenting, Targeting, Positioning Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p> <hr/> <p>Material: STP Reader: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p> <hr/> <p>Material: STP Bibliography: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D, E. Jerome McCarthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	5%
4	<p>1. Analyze, conclude marketing processes and planning</p> <p>2. Able to identify and mention market segmentation</p> <p>3. Able to name the target market</p> <p>4. Able to determine the position of products/services in the market</p>	<p>1.(1) Able to identify and state market segmentation</p> <p>2.(2) Be able to name the target market</p> <p>3.(3) Able to determine the position of products/services in the market</p>	<p>Form of Assessment : Portfolio Assessment</p>	<p>Listening to students' explanations, reading literature, and 2 X 50 group discussions</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) (lecture) Google Form (test) [1 x 3 x 50 minutes] 2x50</p>	<p>Material: Segmenting, Targeting, Positioning Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p> <hr/> <p>Material: STP Reader: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p> <hr/> <p>Material: STP Bibliography: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D, E. Jerome McCarthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	3%

5	<p>1.Understanding Marketing Information Systems</p> <p>2.Able to explain the components of a Marketing Information System</p> <p>3.Able to carry out internal records in the marketing information system</p> <p>4.Able to understand marketing intelligence</p>	<p>1.(1) Able to explain the components of a Marketing Information System</p> <p>2.(2) Able to carry out internal records in the marketing information system</p> <p>3.(3) Able to understand marketing intelligence</p>	<p>Criteria: Holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) (lecture) Google Form (test) 2x50</p>	<p>Material: Marketing Information Systems Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p> <hr/> <p>Material: Marketing Information Systems Reader: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p>	5%
6	<p>1.Analyzing Markets and Market Behavior</p> <p>2.Able to differentiate and describe various types of markets</p> <p>3.Able to explain the factors that influence purchasing decisions</p> <p>4.Able to describe the purchasing decision process</p>	<p>1.(1) Able to differentiate and describe various types of markets</p> <p>2.(2) Able to explain the factors that influence purchasing decisions</p> <p>3.(3) Able to describe the purchasing decision process</p>	<p>Criteria: Holistic rubric</p> <p>Form of Assessment : Portfolio Assessment</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) (lecture) Google Form (test) 2x50</p>	<p>Material: Consumer behavior Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p> <hr/> <p>Material: market Bibliography: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p> <hr/> <p>Material: purchasing decisions References: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D, E. Jerome McCrthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	7%

7	<p>1. Analyzing Markets and Market Behavior</p> <p>2. Able to differentiate and describe various types of markets</p> <p>3. Able to explain the factors that influence purchasing decisions</p> <p>4. Able to describe the purchasing decision process</p>	<p>1.(1) Able to differentiate and describe various types of markets</p> <p>2.(2) Able to explain the factors that influence purchasing decisions</p> <p>3.(3) Able to describe the purchasing decision process</p>	<p>Criteria: Holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50</p>	<p>Material: Consumer behavior Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p> <hr/> <p>Material: market Bibliography: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p> <hr/> <p>Material: purchasing decisions References: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D, E. Jerome McCrthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	5%
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8	MIDTERM EXAM		Form of Assessment : Test	exam in class 2x50	exam using Google Classroom, students work in front of a laptop and live via Google Meet, supervised by a lecturer 2x50	Material: Marketing Management Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga <hr/> Material: Marketing Management Reader: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Pearson Education Limited <hr/> Material: Marketing Management Bibliography: Joseph P. Cannon, Ph.D, William D. Perreault, Jr., Ph.D, E. Jerome McCrthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta	15%
9	1. Analyzing new product development 2. Able to describe the new product development process 3. Able to describe the consumer acceptance process	1. (1) Able to describe the new product development process 2. (2) Able to describe the consumer acceptance process	Criteria: Holistic rubric Form of Assessment : Portfolio Assessment	Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50	WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50	Material: New product development Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga	3%
10	1. Analyzing new product development 2. Able to describe the new product development process 3. Able to describe the consumer acceptance process	(1) Able to describe the new product development process (2) Able to describe the consumer acceptance process	Form of Assessment : Participatory Activities	Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50	WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50	Material: New product development Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga	6%

11	<p>1. Analyzing product strategy</p> <p>2.1. Able to explain product characteristics and classification</p> <p>3.2. Able to explain product differentiation</p> <p>4.3. Able to explain the product mix</p> <p>5.4. Able to describe brands, packaging, labels and warranties</p>	<p>1.1. Able to explain product characteristics and classification</p> <p>2.2. Able to explain product differentiation</p> <p>3.3. Able to explain the product mix</p> <p>4.4. Able to describe brands, packaging, labels and warranties</p>	<p>Criteria: Holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50</p>	<p>Material: Product Strategy Bibliography: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D., E. Jerome McCarthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	6%
12	<p>1. Analyzing Pricing Strategy</p> <p>2.1. Be able to explain the importance of pricing</p> <p>3.2. Be able to mention the steps in determining prices</p> <p>4.3. Able to explain price changes</p>	<p>1.1. Be able to explain the importance of pricing</p> <p>2.2. Be able to mention the steps in determining prices</p> <p>3.3. Able to explain price changes</p>	<p>Criteria: Holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50</p>	<p>Material: pricing strategy Bibliography: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p>	5%
13	<p>1. Analyzing Marketing Communication Strategies</p> <p>2.1. Able to describe the marketing communications mix</p> <p>3.2. Able to explain the characteristics of the marketing communications mix</p> <p>4.3. Able to explain the development of effective marketing communications</p>	<p>1.1. Able to describe the marketing communications mix</p> <p>2.2. Able to explain the characteristics of the marketing communications mix</p> <p>3.3. Able to explain the development of effective marketing communications</p>	<p>Form of Assessment : Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50</p>	<p>Material: business communication Bibliography: Joseph P. Cannon, Ph.D., William D. Perreault, Jr., Ph.D., E. Jerome McCarthy, Ph.D. 2008. <i>Basic Marketing Global Managerial Approach, Sixteenth Edition.</i> Salemba Empat, Jakarta</p>	5%
14	<p>1. Retail Marketing Strategy</p> <p>2.1. Be able to explain the types of retailers</p> <p>3.2. Able to explain retail marketing strategies</p>	<p>1.1. Be able to explain the types of retailers</p> <p>2.2. Able to explain retail marketing strategies</p>	<p>Criteria: holistic rubric</p> <p>Form of Assessment : Portfolio Assessment</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50</p>	<p>Material: retail marketing strategy Reader: Philip Kotler & Kevin Lane Keller. 2009. <i>Marketing Management Thirteenth Edition.</i> Erlangga</p>	7%
15	<p>1. Analyzing distribution channel strategies</p> <p>2.1. Be able to explain the importance of distribution channels</p> <p>3.2. Able to identify distribution channel systems</p>	<p>(1) Able to explain global competition (2) Able to make major decisions in global marketing</p>	<p>Form of Assessment : Participatory Activities</p>	<p>Lectures in class with Problem Based Learning based on Student Centered Learning. 2 X 50</p>	<p>WAG (discussion) Google Classroom (material) Google Meet (lecture) Google Form (test) 2x50</p>	<p>Material: distribution strategy Reader: Philip Kotler & Kevin Lane Keller. 2013. <i>Marketing Management 14e Horizon Edition.</i> Essex: Pearson Education Limited</p>	5%
16	FINAL EXAMS		<p>Form of Assessment : Test</p>	2 X 50			15%

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Portfolio Assessment	20%
3.	Test	30%
		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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities 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.