

Description of Course Unit
according to the ECTS User's Guide 2015

Course unit title	Marketing Management
Course unit code	
Type of course unit (compulsory, optional)	Compulsary
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	2021/2022
Semester/trimester when the course unit is delivered	Semester
Number of ECTS credits allocated	85,33 hours ~ 3,103 ECTS (1 ECTS = 27.5 hours per semester)
Name of lecturer(s)	Agung Utama
Learning outcomes of the course unit	CLO-1 Students are able to explain the concept of creating and capturing customer value CLO-2. Students are able to explain how companies collect marketing information and measure market demand. CLO-3 Students are able to explain how to scan the marketing environment. CLO-4 Students are able to explain the factors that influence consumer behavior in the consumption market and business market CLO-5 Students are able to explain the process of formulating marketing strategy CLO-6 Students are able to explain how to implementing marketing mix CLO-7: Students are able to explain internet applications in marketing (e-commerce)
Mode of delivery (face-to-face, distance learning)	Distance Learning
Prerequisites and co-requisites (if applicable)	-
Course content	1. Marketing: Strategy for Creating and Capturing Customer Value 2. Obtain marketing information and measure market demand 3. Scanning the marketing environment 4. Analysis of consumer behavior in the consumption market and the business market. 5. Identify market segments, select the target markets and product positioning 6. Pricing strategy 7. Design and managing marketing channels. 8. Manage advertising, sales promotion and public relations.

	9. Internet applications in marketing
Recommended or required reading and other learning resources/tools	Book: Kotler, Philip. Principles of Marketing. Fourteenth Edition. Pearson Education Limited. 2012 Agung Utama. Principles of Marketing. UNY Press. Yogyakarta. 2017.
Planned learning activities and teaching methods	Lecture. Team/Group Work. Project-Based Learning Drill (practice) Report Preparation and/or Presentation
Language of instruction	Indonesian
Assessment methods and criteria	There are Assignments, Midterms, Final Examination, and Team-Project Presentation. (Appendices ☐ assessment criteria)