





UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"
YOGYAKARTA FACULTY OF SOCIAL SCIENCE AND POLITICAL
SCIENCE BACHELOR OF BUSINESS ADMINISTRATION
(S1)

DOCUMENT CODE
RPS/BUSINESS ADMINISTRATION SCIENCE
S1/152220303/202
3

Course Description

MAIN COURSE (MC)	CODE:	Course Cluster	WEIGHT (credits [Point])		SEMESTER	Date of Preparation
Marketing Management (152220303)		Marketing	T = 3 (4,8 ECTS)	P = 0	2	23 March 2023
AUTHORISATION	Course Description Lecturer		Head of Cluster		Head of Study Programme	
	1. Keny Rahmawati 2. HUMAM SANTOSO UTOMO 3. Eny Endah Pujiastuti		 HUMAM SANTOSO UTOMO		 Drs. Indro Herry Mulyanto, M. Si	
Learning Outcomes (LO)	General Learning Objective (GLO)					
	A1	Apply religious, national, bela negara, and professional ethics values independently and in a group setting				
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking				
	GS3	Work collaboratively in maintaining working relationships with mentors, colleagues, and peers both within and outside their institution				
	K5	Proficient in the principles and techniques of persuasive communication across organizations and cultures in the field of business				

SS4	Formulate functional business strategies in the context of utilizing technology in both conventional and digital business models for business development
Course Learning Outcomes (CLO)	
CLO1	Students are able to explain the concept of marketing (KK4)
CLO2	Students are able to determine segmenting, targeting, and positioning (KU1)
CLO3	Students are able to explain the concept of marketing mix (S1, KK4)
CLO4	Students are able to build marketing communications (P5, KU3)
Final proficiency of Each Learning Stage (Sub-CLO)	
Sub CLO1	Students are able to explain the scope of Marketing (CPMK 1) (C2, A3, P1)
Sub CLO2	Students are able to explain the theory of satisfaction, the concept of value and efforts to retain customers (CLO 1) (C2, A2, P1)
Sub CLO3	Students are able to identify market segments and select target markets (CPMK 2) (C2, A4, P2)
Sub CLO4	Students explain the definition, classification, and characteristics of products (CPMK 3) (C2, A3, P2)
Sub CLO5	Students understand new product line and brand management (CLO 2,3) (C1, A2, P2)
Sub CLO6	Students are able to compile pricing plans (CPMK 2,3) (C3, A4, P3)
Sub CLO7	Students are able to explain marketing channel management (distribution) (C2, A3, P2)
Sub CLO8	Students are able to explain the management of retail business, trade and market logistics (CPMK 1,3) (C2, A3, P2)
Sub CLO9	Students are able to explain the management of integrated marketing communications (CPMK 4) (C2, A3, P3)

Sub CLO10	Students are able to explain the management of advertising, sales promotion, and public relations (CPMK 1,4) (C2, A3, P2)
Sub CLO11	Students explain sales fleet management (CPMK 4,1) (C1, A3, P1)

Sub CLO13	Students are able to explain the product life cycle and its relationship with proc
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Sub CLO14	Students have analyzed the implementation of marketing in companies (CPM
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Correlation of CPL to Sub-CLO

GLO	A1	GS1	GS3	K5
Sub CLO1				
Sub CLO2				
Sub CLO3		X		
Sub CLO4	X			
Sub CLO5	X	X		
Sub CLO6	X	X		
Sub CLO7	X			
Sub CLO8	X			
Sub CLO9			X	X
Sub CLO10			X	X
Sub CLO11			X	X

Sub CLO12

Students are able to explain the process of direct and online marketing (CLO 1,2,3)
(C2, A4, P2)

Sub CLO12	X	X			X
Sub CLO13	X				X
Sub CLO14	X	X	X	X	X

Course Description	<p>This course studies the marketing activities of companies starting from segmentation, targeting, and positioning, as well as the marketing mix which includes product, price, distribution, and marketing communication.</p> <p>Language of Introduction: Indonesian</p>
Learning Material	<ol style="list-style-type: none"> 1. Marketing and its Emerging Era 2. Product Marketing Concept 3. Service Marketing Concepts 4. Advertising, Sales Promotion, and Public Relations 5. Pricing Concepts and Pricing Strategies 6. Managing Marketing Channels and Supply Chain 7. Building a strong Brand 8. Marketing Communications 9. E-Commerce Modern Era Marketing 10. Global Marketing
References	<p>Main:</p> <ol style="list-style-type: none"> 1. Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, 2023. Principles of Marketing. Pearson: English <p>Supporters:</p> <ol style="list-style-type: none"> 1. Kotler, P., Kartajaya, H., Setiawan, I. (2019). Marketing 4.0 Moving from Traditional to Digital. Jakarta: PT Gramedia Pustaka Utama. 2. Kotler, P., Kartajaya, H., Setiawan, I. (2020). Marketing 5.0 Technology for Humans. Jakarta: PT Gramedia Pustaka Utama.
Lecturer	Keny Rahmawati and HUMAM SANTOSO UTOMO and Eny Endah Pujiastuti

Prerequisite subjects	None
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Week	End ability of each learning stage (Sub-CLO)	Assessment		Learning Forms, Learning Methods, Student Assignments, [Estimated Time]		Learning Material (Topic)	Assessment Weight (%)
		Indicators	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Students are able to explain the scope of Marketing	1. Students are able to explain the scope of Marketing	K = Rubric B = UTS B = UAS	BP = Learning Process Activity MP = Lecture PM = Solving Task Problem (Problem Solving)		- Scope of Marketing	
2	Students are able to explain the theory of satisfaction, the concept of value and efforts to retain customers	1. Students are able to explain the theory of satisfaction, the concept of value and efforts to retain customers	K = Rubric B = Participation	BP = Activity Assignment Structured MP = Collaborative learning PM = Discuss a specific case that is worked on collaboratively		- Building Satisfaction, Value and Effort, Retaining Customers	

3	Students are able to identify market segments and select target markets	1. Students are able to identify market segments and target market selectors	K = Rubric B = Task Case B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Students are able to identify market segments and select target markets	
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4	Students explain product definition, classification and characteristics	1. Students explain the definition, classification, and characteristics of products	K = Rubric B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- product definition, classification and characteristics	
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5	Students understand new product line and brand management	1. Students understand new product line and brand management	K = Rubric B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Manage product lines and brands	
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6	Students are able to compile a pricing plan	1. Students are able to compile a pricing plan	K = Rubric B = Task Case B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Pricing programme	
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7	Students are able to explain marketing channel management (distribution)	1. Students are able to explain marketing channel management (distribution)	K = Rubric B = Participation	BP = Structured Assignment Activity MP = Collaborative learning PM = Discuss a specific case that is worked on collaboratively		- Managing marketing channels	
8	Mid Exam						

9	Students are able to explain retail business management, market trading and logistics	1. Students are able to explain retail business management, market trading and logistics	K = Rubric B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Manage retail, trading and market logistics businesses	
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10	Students are able to explain the management of integrated marketing communications	1. Students are able to explain the management of integrated marketing communications	K = Rubric B = Participatio n	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Managing integrated marketing communications	
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11	Students are able to explain the management of advertising, sales promotion, and public relations	1. Students are able to explain the management of advertising, sales promotion, and public relations	K = Rubric B = Task Case B = Participatio n	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Manage advertising, sales promotion and public relations	
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12	Students explain sales fleet management	1. Students explain sales fleet management	K = Rubric B = Task Case B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Manage sales fleet	
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13	Students are able to explain the process of direct and online marketing	1. Students are able to explain the process of direct and online marketing	K = Rubric B = Task Case B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = Discuss a specific case that is worked on collaboratively		- Manage direct and online marketing	
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14	Students are able to explain the product life cycle and its relationship with product marketing	1. Students are able to explain the product life cycle and its relationship with product marketing	K = Rubric B = Participation	BP = Activity Assignment Structured MP = Learning case-based PM = = Discuss a specific case that is worked on collaboratively		- Positioning market offerings throughout the product life cycle	
15	Students have analysed the implementation of marketing in companies	1. Students have a strong understanding of the implementation of marketing in companies	K = Rubric	BP = Activity Assignment Structured MP = Case-based learning PM = Creating Project		- Marketing Implementation	
16	Final Exam						



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**Main Course :MANAGEMENT
MARKETING**

**Course Code:
152220303**

**Weight in credits (T/P): (4,8
ECTS)/0
Semester: 2**

**Course Cluster:
Marketing**

**No:
Date:**

AUTHORISATION

AUTHORING TEAM

**Head of Cluster:
HUMAM SANTOSO UTOMO**

**Head of Study Programme:
Drs. Indro Herry Mulyanto, M. Si**

WEE K (1)	Sub CLO (2)	Assessment Form (Assessment) (%) (3)	Weight (%) (4)
	Sub CLO 14 Students have analysed the implementation of marketing in companies (C2, A3, P3)	Task Case () Project Assignment () Task () Written Test () Presentation () Participation ()	
1	Sub CLO 1 Students are able to explain the scope of Marketing (C2, A3, P1)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (0)	0 0 0 0 0 0
2	Sub CLO 2 Students are able to explain satisfaction theory, concept about the value and efforts to retain customers (C2, A2, P1)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 0 0 1
		Case Assignment (4) Project Assignment (0)	4 0

3	Sub CLO 3 Students are able to identify market segments and select target market (C2, A4, P2)	Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 1
4	Sub CLO 4 Students explain the definition, classification, and characteristics products (C2, A3, P2)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 0 0 0 1
5	Sub CLO 5 Students understand new product line management and brand (C1, A2, P2)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 0 0 0 1
6	Sub CLO 6 Students are able to compile a pricing plan (C3, A4, P3)	Case Assignment (4) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	4 0 0 0 0 0 1
7	Sub CLO 7 Students are able to explain channel management marketing (distribution) (C2, A3, P2)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 0 0 0 1
8	MID EXAM	WRITTEN TEST	35

9	Sub CLO 8 Students are able to explain retail business management, trade and market logistics (C2, A3, P2)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 0 0 0 1
10	Sub CLO 9 Students are able to explain communication management integrated marketing (C2, A3, P3)	Task Case (0) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	0 0 0 0 0 0 1
11	Sub CLO 10 Students are able to explain advertising management, sales promotion, and public relations (C2, A3, P2)	Case Assignment (4) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	4 0 0 0 0 0 1
12	Sub CLO 11 Students explain sales fleet management (C1, A3, P1)	Case Assignment (3) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	3 0 0 0 0 0 1
13	Sub CLO 12 Students are able to explain the direct marketing process and online (C2, A4, P2)	Case Assignment (3) Project Assignment (0) Task (0) Written Test (0) Presentation (0) Participation (1)	3 0 0 0 0 0 1

		Task Case (0)	0
		Project	0
		Assignment (0)	
		Task (0)	0
		Written Test (0)	0
		Presentation (0)	0
14	Sub CLO 13 Students are able to explain product life cycle and relationship with product marketing (C2, A3, P2)	Participation (1)	1
16	FINAL EXAM	WRITTEN TEST	35
Total Assessment Weight			100%



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STUDENT TASK PLAN To 1

Main Course	MARKETING MANAGEMENT		
Course Code	152220303	CREDITS: 3 (4,8 ECTS)/0	Semester: 2
Lecturer	Keny Rahmawati and HUMAM SANTOSO UTOMO and Eny Endah Pujiastuti		
Task Form	Project Based Learning		
Task Title	Analysing the Marketing Process of the Case Study		
Sub CLO 2	- Students are able to explain the theory of satisfaction, the concept of value and efforts to retain customers		
Task Description	Students are able to explain the marketing process contained in a case study		
Object of Work	Compilation of marketing processes from case studies: Emirates' Customer Value-Driven Marketing: Engaging Customers And Building A Brand Community		
Assignment Method	<ol style="list-style-type: none"> 1. Students are divided into 5 groups, where each group consists of 6 students. 2. Each group should analyse the marketing process in the Emirates' Customer Value-Driven Marketing case: Engaging Customers And Building A Brand Community 		
Form and Format of Output			
<ol style="list-style-type: none"> 1. Background of the problem 2. marketing process analysis 			
Indicator and Assessment Weight			
Originality of work: 30%			
Word structure: 30%			
Accuracy of analysis: 40%			
Implementation Schedule			
Meeting 2			
Others:			

Reference List:

Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, 2023. Principles of Marketing. Pearson: English

Yogyakarta, 23 March 2023

Keny Rahmawati



HUMAM SANTOSO
UTOMO



Eny Endah Pujiastuti



