

**Semester Learning Plan**

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| **BACHELOR OF MANAGEMENT** | Version/Revision | 2/1 | Page | 1/5 |

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| **1.Course Identity** | | | |
| Course Name/Block | Strategic Marketing Management | | |
| Faculty | Business and Economics | Study Program | Management |
| Code | SEM538 | Credit Weight | 3 credits |
| Group | Study program | Type of Course | Compulsory |
| Semester | 5 | Availability | Limited to Study Program |
| Learning Method | Classroom Session | Media | Blended |
| Course Cluster/Block | Featured Course (MKPC) | Prerequisite | Strategic Management, Marketing Management |
| Lecturer | Drs. Anas Hidayat, PhD  RR. Ratna Roostika S.E., MAC., Ph.D., Endy Gunanto, SE, M.Si, PhD | Semester/  Academic Year | 4/ 2021-2022 |

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| **2a. GRADUATE LEARNING OUTCOMES** | |
| **CPL Codes** | **CPL Formulation** |
| **S1** | To be devoted to God the Almighty and develop a virtuous noble character |
| **S3** | To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession |
| **S5** | To appreciate the diverse cultures, views, religions, and beliefs and opinion or findings of others |
| **S7** | To abide by the law and discipline in the life of the society and the state |
| **S9** | To independently apply the knowledge possessed to support the practice of everyday life in general and professional aspect (to have applicable knowledge, and to apply the knowledge), by implementing Islamic values the blessing for the whole universe |
| **PP 2** | To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels |
| **PP 3** | To profess at least one of the international languages |
| **KU 1** | To understand and implement theoretical concepts, methods and analytical tools of management functions (planning, implementation, directing, monitoring, evaluation, and control) and organizational functions (marketing, HR, Operations, and Finance) in different types of organizations |
| **KU2** | To contribute in the preparation of the organization's strategic plan and interpret the strategic plan into organizational operational plans at the functional level |
| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom |
| **KU 4** | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| **KK1** | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science, in various types of organizations |
| **KK2** | To build positive collaborations with local, national, and international communities in the field of business |
| **KK3** | To see opportunities quickly and dare to take risks responsibly to provide optimal benefits |
| **KK4** | To think "out of the box" by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science |
| **KK5** | To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |

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| **2b. COURSE LEARNING OUTCOMES** | | | | | |
| **Supported CPL Codes** | **CPMK** **Codes** | **CPMK Formulation and Indicators** | **Learning Experience** | **Assessment** | **Weight** |
| S1, S3,  S5, S7, S9 | **CPMK 01** | To be devoted to God Almighty and develop a virtuous noble character: independent, law-abiding, simple, ethical, honest, respecting diversity, and doing scientific deeds with practical knowledge  **Indicator Formulation**  Indicator Formulation Indicator Formulation |  |  |  |
| PP2 & PP3. | **CPMK 02** | To master the rules, principles and techniques of communication to enable effective communication throughout different functions and diverse organizational levels, amidst various organizations and diverse cultures based on Islamic values, with a proficiency of at least one international language  **Indicator Formulation**   * Indicator Formulation * Indicator Formulation |  |  |  |
| KU1, & KU4 | **CPMK 03** | To understand and implement theoretical concepts, methods and tools for analyzing management functions and organizational functions in various types of organizations as well as making appropriate managerial decisions in various types of organizations based on data and information analysis on organizational functions and Islamic values  **Indicator Formulation**   * Indicator Formulation * Indicator Formulation |  |  |  |
| KU2, KU3, & KK1 | **CPMK 05** | To identify managerial problems and organizational functions at the operational level, as well as take appropriate solution actions based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom and Islamic values as well as contributing to the preparation of organizational strategic plans and  translate strategic plans into organizational operational plans at the functional level |  |  |  |

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|  |  | **Indicator formulation**   * Indicator Formulation * Indicator Formulation |  |  |  |
| KK2, KK3, KK4 & KK5 | **CPMK 04** | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science, by seeing opportunities quickly and daring to take risks responsibly to provide optimal benefits through positive collaboration with local, national, and international communities in the business sector, to help them develop the ability to think "out of the box", be like a visionary, be open, communicative, creative, responsive to change and responsive to scientific and technological advances within the scope of management science based on Islamic values  Indicator formula   * Indicator Formulation * Indicator Formulation |  |  |  |

**3. Map Analysis of Learning Outcomes**

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| **4. References** |
| Drummond, G. & Ensor, J., ‘Strategic Marketing: Planning and Controlling’, Butterworth-Heinemann, Oxford |

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| **5. Details of Learning Activities** | | | | | |
| Sesi | CPMK/Sub- CPMK/  Criteria | Learning Materials | Activity Plan and Duration | Mode | Lerning Media/ References |
| 1 |  | Learning Material 1 | Course outline  Introductory Materials (150 minutes) | TMD | RPS/Syllabus |
| 2 |  | Learning Material 1 | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 3 |  | Learning Material 1 | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 4 |  |  | Contextual instruction, cooperative learning, using a student-centered active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |

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| 5 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 6 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 7 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
|  | **Midterm Exam** | |  | | |
| 8 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 9 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 10 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 11 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 12 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 13 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
| 14 |  |  | Contextual instruction, cooperative learning, using a student-centred active learning approach (Student-Centered Learning/SCL) (150 minutes) | TMD |  |
|  | **Final Semester Exam** | |  | | |

Description:

The mode is filled in with one of the following codes:

• TM = face-to-face learning activities;

• TMD = online face-to-face (virtual face-to-face) learning activities;

• ASM = self-asynchronous online activities;

• ASK = collaborative asynchronous online activities;

Learning/reference media can be derived from (1) self-produced sources, (2) curated: derived from the internet or other sources chosen by the lecturer, and/or (3) derived from students’ own exploration

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| **6. Scoring System and Evaluation System** | |
| **Scoring System** |  |
| Evaluation System | Each student is required to achieve the grade of C for the overall average score. Otherwise, the student is declared failed and must retake the course at the next opportunity. |

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| Date: | Date: | Date: |
| Approved by the Head of the Study Program | Examined by the Coodinator of Cluster of Science | Prepared by Lecturer/ Coordinating Lecturer |
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| Anjar Priyono, SE., M.Si., Ph.D |  |  |

November 17, 2021

TRANSLATOR STATEMENT

The information appearing herein has been translated

by a Center for International Language and Cultural Studies of Islamic University of Indonesia

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