

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

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

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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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			

		Indicator formulation <ul style="list-style-type: none"> Indicator Formulation Indicator Formulation 			
KK2, KK3, KK4 & KK5	CPMK 04	<p>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</p> <p>Indicator formula</p> <ul style="list-style-type: none"> Indicator Formulation Indicator Formulation 			

3. Map Analysis of Learning Outcomes

4. References

Drummond, G. & Ensor, J., 'Strategic Marketing: Planning and Controlling', Butterworth-Heinemann, Oxford

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	

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

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.

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

November 17, 2021

TRANSLATOR STATEMENT
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