

1. Course Identity

Course Name	Islamic Marketing		
Faculty	Business and Economics	Study Program	Management
Code	SEM955	Credits Weight	3
Group	Study Program	Type of Course	Elective
Semester	6	Availability	Limited to Study Program
Learning Method	Classroom Session	Media	Blended
Course Cluster	Specialization Elective Courses (MKPP)	Prerequisite	Graduated in Marketing Management

2. Course Description

By studying this course, students are expected to understand the huge potential of the Muslim market. In addition, students are also expected to be capable of explaining the basic concepts of Islamic marketing, which includes epistemology, *maqashid sharia*, Islamic market concepts and values and ethics in Islamic marketing. After understanding the basic concepts, students are expected to understand the concepts of segmentation, targeting and positioning in an Islamic perspective, as well as the concepts of halal products, pricing, promotion and logistics according to sharia. By the end of the meeting, students are expected to gain an understanding on Muslim consumer behavior and the concept of halal branding.

3. Learning Outcomes

CPMK		CPL	
CPMK-01	Students are able to master the theoretical concepts and basic concepts of Islamic marketing in general and the urgency to study them (ontological aspects) and their influential factors.	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 original findings of others
		PP1	To master the principles of leadership and entrepreneurship in various types of organizations
		KK2	To build positive collaborations with local, national, and international communities in the field of business
		PP3	To profess at least one of the international languages
		KU3	To identify managerial issues and organizational functions at the operational

3. Learning Outcomes

CPMK		CPL	
			level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom
		KU4	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions
CPMK-02	Students are able to understand the philosophical basis of Islamic marketing from an epistemological and axiological perspective.	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
CPMK-03	Students are able to formulate effective marketing strategies based on Islamic values, starting from determining segmentation, targeting and positioning.	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
		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
CPMK-04	Students are able to design marketing strategies in accordance with Islamic principles, ranging from product determination, pricing, place and promotion.	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
		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
		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




3. Learning Outcomes

CPMK		CPL	
			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
CPMK-05	Students are able to understand the concept of value creation in Islamic marketing through halal branding.	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
		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
		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

4. Learning Materials and Main References

Learning Materials	<ol style="list-style-type: none"> 1. Islamic marketing Analogy 2. Muslim Market Overview 3. Islamic Marketing Epistemology 4. The concept of Maqashid Sharia 5. Islamic marketing Values and Ethics 6. Islamic marketing Environment 7. Segmenting and Targeting 8. Positioning 9. Halal Products 10. Halal Pricing 11. Halal Promotion 12. Halal Logistics 13. Muslim Consumer Behavior 14. Halal Branding Concept
Main References	<ol style="list-style-type: none"> 1. Aji, H.M. (2019). Management Pemasaran Syariah: Teori and Praktik. UPP STIM YKPN: Yogyakarta

	<p>2. Alserhan, B.A. (2016). The principle of Islamic marketing. Routledge: New York</p> <p>3. Temporal, P. (2011). Islamic marketing and branding: creating a global Islamic business. John Wiley & Sons (Asia) Pte. Ltd: Singapore</p> <p>Chaffey, (2019) Digital Marketing 7th edition. Fiona Ellis-Chadwick, Loughborough University.</p>
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Date: February 10, 2021	Date: February 4, 2021	Date: February 1, 2021
Prepared by the Dean	Examined by the Head of Study Program	Prepared by:
		
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