

1. Course Identity			
Course Name	Marketing Management		
Faculty	Business and Economics	Study Program	Management
Code	SEM312	Credit Weight	3
Group	Study program	Type of Course	Compulsory
Semester	3	Availability	Limited to Study Program
Learning Method	Classroom Session	Media	Blended
Course Cluster	Core Courses (MKI)	Prerequisite	The Science and Art of Management

2. Course Description
<p>This course aims to build students' understanding, comprehension, and skills in making decisions on marketing activities. In the face of environmental changes and challenges, modern organizations use two key processes to build their future. The first process is strategic planning, which allows top management to set the direction and business goals to be achieved. The second is marketing planning, which enables marketing managers to systematically identify specific opportunities and turn them into profitable businesses. This course integrates between marketing planning and the planning process conceptually.</p> <p>In today's condition of uncertainty, there are no simple solutions to marketing problems. This course concerns on the provision of an overview of normative procedures to make a number of alternative strategic choices and as a basis for choosing a rational program. Therefore, an understanding of the identification process is very important in this course.</p>




3. Learning Outcomes			
CPL Codes	Formulation of Graduate Learning Outcomes (CPL)	CPMK Code	Formulation of Course Learning Outcomes (CPMK)
S1	To be devoted to God the Almighty and develop a virtuous noble character	M1	To be devoted to God Almighty and maintain a good, independent, ethical, and honest character, with a good communication skill at all levels of organization, culture and management
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession		
PP2	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels		
KU1	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		
PP 3	To profess at least one of the international languages		To communicate based on organizational and management functions collaboratively to solve
KU1	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		
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		
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	M2	problems and make responsible and visionary managerial decisions by utilizing technological developments and international language skills
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		
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		
S1	To be devoted to God the Almighty and develop a virtuous noble character	M3	To internalize values, norms, ethics, theories, and operationalize management and organizational functions collaboratively to solve problems and make responsible and visionary managerial decisions by utilizing technological developments and international language skills
PP3	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		
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		
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		
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. The core concept of marketing 2. Marketing planning and strategy 3. Environmental analysis and information 4. Customer and business market behavior 5. Creating customer value and STP 6. Case I 7. Building customer and product value 8. New products and PLC 9. Pricing strategy 10. Case II 11. Marketing channels
---------------------------	---

	<p>12. Integrated marketing communications 13. Marketing communication strategy 14. Case III</p>
Main References	<p>Kotler, P. and Armstrong, G. 2018. <i>Principles of Marketing</i>. 17th. Ed. London: Pearson Education</p>

Date: February 10, 2021	Date: February 04, 2021	Date: February 01 2021
Approved by the Dean	Examined by the Head of the Study Program	Prepared by:
		
Prof. Jaka Sriyana, SE., M.Si., Ph.D	Anjar Priyono, SE., M.Si., Ph.D	Dr. Albari, M.Si

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
CILACS UII Jl. DEMANGAN BARU NO 24
YOGYAKARTA, INDONESIA.
Phone/Fax: 0274 540 255