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| logo-kop.jpg | **Universitas Negeri Surabaya**  **Fakultas Ekonomi**  **Faculty of Economics**  **Program Studi S1 Manajemen**  **Bachelor Degree of Management Study Program** | | | | | | | | | | **Kode Dokumen**  **Document Code** |
| **RENCANA PEMBELAJARAN SEMESTER**  **Semester Lesson Plan** | | | | | | | | | | | |
| **MATA KULIAH (MK)**  **COURSE** | | | **KODE**  **CODE** | **Rumpun MK**  **CLUSTER** | | | | **BOBOT (sks)**  **WEIGHT (credits)** | | **SEMESTER** | **Tgl Penyusunan**  **Compilation Date** |
| **Manajemen Pemasaran**  **Marketing Management** | | |  | Pemasaran  Marketing | | | | **T=** | **P=** |  |  |
| **OTORISASI**  **AUTHORIZATION** | | | **Pengembang RPS**  **Developer** | | **Koordinator RMK**  **Coordinator** | | | | | **Ketua PRODI**  **Head of the Study Program** | |
| **Rosa Prafitri Juniarti,SE.,M.SM** | | **Yessy Artanti, S.E., M.Si.** | | | | | **Dr. Ulil Hartono, S.E., M.Si.** | |
| **Capaian Pembelajaran (CP)**  **Program Learning Outcome (PLO)** | **CPL-PRODI yang dibebankan pada MK**  **PLO charged in this course** | | | |  | | | | | | |
| CPL1  PLO1 | Lulusan mampu menguasai teori bidang manajemen secara menyeluruh.  Graduates are able to master the theory of management. | | | | | | | | | |
| CPL8  PLO8 | Lulusan mampu mengelola organisasi secara etis.  Graduates are able to manage organizations ethically. | | | | | | | | | |
| CPL9  PLO9 | Lulusan mampu mengembangkan jiwa entrepreneurial leadership secara berkelanjutan.  Graduates are able to develop an entrepreneurial leadership in a sustainable manner. | | | | | | | | | |
| **Capaian Pembelajaran Mata Kuliah (CPMK)**  **Course Learning Outcome (CLO)** | | | |  | | | | | | |
| CPMK1  CLO1 | C4. Mahasiswa mampu menguraikan secara tepat teori-teori dalam studi Manajemen Pemasaran.  C4. Students are able to describe precisely the theories in Marketing Management. | | | | | | | | | |
| CPMK2  CLO2 | A5. Mahasiswa mampu menujukkan karakter Iman, cerdas, mandiri, jujur, peduli dan tangguh di dalam kegiatan pembelajaran manajemen pemasaran.  A5. Students are able to show the character of faith, smart, independent, honest, caring and tough in marketing management learning activities. | | | | | | | | | |
| **Kemampuan akhir tiap tahapan belajar (Sub-CPMK)**  **Expected ability of each learning stage (Sub-CLO)** | | | | |  | | | | | |
| Sub-CPMK1  Sub-CLO1 | C4. Mahasiswa mampu menguraikan teori-teori manajemen pemasaran.  C4. Students are able to describe marketing management theories. | | | | | | | | | |
| Sub-CPMK1  Sub-CLO1 | C4. Mahasiswa mampu menguraikan wawasan pemasaran.  C4. Students are able to describe marketing insights. | | | | | | | | | |
| Sub-CPMK3  Sub-CLO3 | C4. Mahasiswa mampu menguraikan hubungan dengan pelanggan.  C4. Students are able to describe relationships with customers. | | | | | | | | | |
| Sub-CPMK4  Sub-CLO4 | C4. Mahasiswa mampu menguraikan merek yang kuat.  C4. Students are able to describe a strong brand. | | | | | | | | | |
| Sub-CPMK5  Sub-CLO5 | C4. Mahasiswa mampu menguraikan penciptaan nilai.  C4. Students are able to describe value creation. | | | | | | | | | |
| Sub-CPMK6  Sub-CLO6 | C4. Mahasiswa mampu menguraikan penyampaian nilai.  C4. Students are able to describe the delivery of values. | | | | | | | | | |
| Sub-CPMK7  Sub-CLO7 | C4. Mahasiswa mampu menguraikan pemasaran yang bertanggung jawab  C4. Students are able to describe responsible marketing | | | | | | | | | |
| Sub-CPMK8  Sub-CLO8 | C4. Mahasiswa mampu menguraikan pemasaran global.  C4. Students are able to describe global marketing. | | | | | | | | | |
| **Korelasi CPMK terhadap Sub-CPMK**  **Correlation of CLO to Sub-CLO** | | | | | |  | | | | |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | Sub-CPMK1  Sub-CLO1 | Sub-CPMK1  Sub-CLO1 | Sub-CPMK3  Sub-CLO3 | Sub-CPMK4  Sub-CLO4 | Sub-CPMK5  Sub-CLO5 | Sub-CPMK6  Sub-CLO6 | Sub-CPMK7  Sub-CLO7 | Sub-CPMK8  Sub-CLO8 | | CPMK1  CLO1 | √ | √ | √ | √ | √ | √ | √ | √ | | CPMK2  CLO2 | √ | √ | √ | √ | √ | √ | √ | √ | | | | | | | | | | | |
| **Deskripsi Singkat MK**  **Brief description of the course** | Pada mata kuliah Manajemen Pemasaran, mahasiswa belajar menguraikan teori-teori dalam Manajemen Pemasaran meliputi manajemen pemasaran, wawasan pemasaran, hubungan dengan pelanggan, merek yang kuat, penciptaan dan penyampaian nilai, pemasaran yang bertanggung jawab, serta pemasaran global.  In the Marketing Management course, students learn to describe theories in Marketing Management including marketing management, marketing insights, customer relationships, strong brands, value creation and delivery, responsible marketing, and global marketing. | | | | | | | | | | |
| **Bahan Kajian: Materi Pembelajaran**  **Learning Materials** | 1. Mendefinisikan Pemasaran untuk Realitas Baru 2. Mengembangkan Rencana dan Strategi Pemasaran 3. Mengumpulkan Informasi dan Meramalkan Permintaan 4. Menciptakan Hubungan Jangka Panjang 5. Menganalisis Pasar Bisnis dan Pasar Konsumen 6. Mengidentifikasi Segmentasi dan Pasar Sasaran 7. Melatih Keterampilan Membuat Positioning Merek 8. Memperkenalkan Penawaran Pasar Baru 9. Menetapkan Strategi Produk 10. Mendesain dan Mengelola Layanan 11. Mendesain dan Mengelola Komunikasi Pemasaran Terintegerasi 12. Mengelola Ritel, Grosir, dan Logistik 13. Mengelola Organisasi Pemasaran Holistik untuk Jangka Panjang 14. Membuka Pasar Global   1. Defining Marketing for a New Reality  2. Develop a Marketing Plan and Strategy  3. Gathering Information and Forecast Demand  4. Creating Long Term Relationships  5. Analyzing Business Market and Consumer Market  6. Identifying Segmentation and Target Markets  7. Practicing Brand Positioning Skills  8. Introducing New Market Offerings  9. Defining Product Strategy  10. Designing and Managing Services  11. Designing and Managing Integrated Marketing Communications  12. Managing Retail, Wholesale, and Logistics  13. Managing a Holistic Marketing Organization for the Long Term  14. Expanding to Global Market | | | | | | | | | | |
| **Pustaka**  **References** | **Utama:**  **Primary:** | |  | | | | | | | | |
| 1. Kotler, Philip & Kevin L. Keller. 2016. Marketing Management 15 Global Edition. Essex, England: Pearson Education Limited. | | | | | | | | | | |
| **Pendukung:**  **Supplement:** | |  | | | | | | | | |
|  | | | | | | | | | | |
| **Dosen Pengampu**  **Lecturers** | Dra. Hj. Anik Lestari A., M.M.  Yessy Artanti.,S.E..,M.Si  Sanaji, S.E., M.Si  Rosa P. Juniarti, S.E., M.SM.  Tias Andarini Indarwati,S.E.,M.M | | | | | | | | | | |
| **Matakuliah syarat**  **Requirements course** | n/a | | | | | | | | | | |

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| **Mg Ke-**  **Week** | **Kemampuan akhir tiap tahapan belajar**  **(Sub-CPMK)**  **Expected ability of each learning stage (Sub-CLO)** | **Penilaian**  **Assessment** | | **Bentuk Pembelajaran,**  **Metode Pembelajaran,**  **Penugasan Mahasiswa,**  **[ Estimasi Waktu]**  **Learning Form,**  **Learning Methods,**  **Student Assignment,**  **[ Estimated time]** | | **Materi Pembelajaran**  **[ Pustaka ]**  **Learning materials [References]** | **Bobot Penilaian (%)**  **rating weight** |
| **Indikator**  **Indicators** | **Kriteria & Teknik**  **Criteria & Technic** | **Luring (*offline*)** | **Daring (*online*)** |  |  |
| **(1)** | **(2)** | **(3)** | **(4)** | **(5)** | **(6)** | **(7)** | **(8)** |
| **1, 2** | C4. Mahasiswa mampu menguraikan teori-teori manajemen pemasaran.  C4. Students are able to describe marketing management theories. | 1. Mahasiswa mampu menguraikan Mendefinisikan Pemasaran untuk Realitas Baru 2. Mahasiswa mampu menguraikan Mengembangkan Rencana dan Strategi Pemasaran   1.1 Students are able to describe marketing definition.  1.2 Students are able to describe Developing Marketing Plans and Strategies | Kriteria:  Rubrik Holistik  Holistic rubric  Teknik non-test: Ringkasan materi kuliah  Non-test: Summary of course materials |  | Google Meet: kuliah  **[PB: 2x(3x50”)]**  Google Classroom: diskusi  **Tugas 1:**  Menyusun ringkasan dalam bentuk makalah tentang Mendefinisikan Pemasaran untuk Realitas Baru dan Mengembangkan Rencana dan Strategi Pemasaran  **[PT+KM: (2+2)x(3x60”)]**  Google Meet: lecture  **[PB: 2x(3x50”)]**  Google Classroom: class discussion  Assignment 1:  Compiling a summary in the form of a paper about marketing definition and developing Marketing Plans and Strategies  **[PT + KM: (2 + 2) x (3x60 ”)]** |  | 10 |
| **3** | C4. Mahasiswa mampu menguraikan wawasan pemasaran.  C4. Students are able to describe marketing insights. | 1. Mahasiswa mampu menguraikan Mengumpulkan Informasi dan Meramalkan Permintaan   2.1 Students are able to describe gathering Information and predicting demand process | Kriteria:  Rubrik Holistik  Criteria:  Holistic rublic  Teknik non-test: Contoh informasi-informasi pemasaran dan penggunaannya.  Non-test:  The types of marketing information and its use. |  | Google Meet: kuliah dan diskusi  Google Classroom: diskusi  **[PB: 1x(3x50”)]**  **Tugas 2:**  Membuat laporan contoh informasi-informasi pemasaran dan penggunaannya.  **[PT+KM: (1+1)x(3x60”)]**  Google Meet: lecture and discussion  Google Classroom: Class discussion  **[PB: 1x(3x50”)]**  **Assignment 2:**  Create a report on marketing information and its use.  **[PT+KM: (1+1)x(3x60”)]** | **1** | 10 |
| **4, 5** | C4. Mahasiswa mampu menguraikan hubungan dengan pelanggan.  C4. Students are able to describe customer relationship management | 1. Mahasiswa mampu menguraikan Menciptakan Hubungan Jangka Panjang 2. Mahasiswa mampu menguraikan Menganalisis Pasar Bisnis dan Pasar Konsumen   3.1 Students are able to describe how to creating Long-Term Relationships  3.2 Students are able to describe Analyzing Business Market and Consumer Market | Kriteria:  Rubrik Holistik  Criteria:  Holistic Rubric  Non-test: Poster of business market and consumer market |  | Google Meet: kuliah dan diskusi  Google Classroom: diskusi  **[PB: 2x(3x50”)]**  **Tugas 3:**  Membuat poster pasar bisnis dan pasar konsumen.  **[PT+KM: (2+2)x(3x60”)]**  Google Meet: lecture and discussion  Google Classroom: class discussion  **[PB: 2x(3x50”)]**  **Assignment 3:**  Creating a poster about business market and consumer market  **[PT+KM: (2+2)x(3x60”)]** | **1** | 15 |
| **6, 7** | C4. Mahasiswa mampu menguraikan merek yang kuat.  C4. Students are able to describe a strong brand. | 1. Mahasiswa mampu menguraikan Mengidentifikasi Segmentasi dan Pasar Sasaran 2. Mahasiswa mampu menguraikan Melatih Keterampilan Membuat Positioning Merek   4.1 Students are able to describe Identifying Segmentation and Target Markets  4.2 Students are able to describe the Skills to Make Brand Positioning | Kriteria:  Rubrik Holistik  Teknik non-test: Poster contoh STP  Criteria:  Holistic Rubric  Non-test: Poster STP |  | Google Meet: kuliah dan diskusi  Google Classroom: diskusi  **[PB: 2x(3x50”)]**  **Tugas 4:**  Memilih merek dan mencontohkan STPnya dalam bentuk poster.  **[PT+KM: (2+2)x(3x60”)]**  Google Meet: lecture and discussion  Google Classroom: discussion  **[PB: 2x(3x50”)]**  **Tugas 4:**  Selecting a brand and its STP in the form of poster  **[PT+KM: (2+2)x(3x60”)]** | **1** | 15 |
| **8** | **Evaluasi Tengah Semester / Ujian Tengah Semester**  **Midterm Exam** | | | | | |  |
| **9-11** | C4. Mahasiswa mampu menguraikan penciptaan nilai.  C4. Students are able to describe value creation. | 1. Mahasiswa mampu menguraikan Memperkenalkan Penawaran Pasar Baru 2. Mahasiswa mampu menguraikan Menetapkan Strategi Produk 3. Mahasiswa mampu menguraikan Mendesain dan Mengelola Layanan   5.1 Students are able to describe Introducing New Market Offerings  5.2 Students are able to describe Determining Product Strategy  5.3 Students are able to describe Designing and Managing Services | Kriteria:  Rubrik Holistik  Teknik non-test: Ringkasan materi kuliah  Criteria:  Holistik Rubric  non-test: Summary of lecture materials |  | Google Meet: kuliah  **[PB: 3x(3x50”)]**  Google Classroom: diskusi  **Tugas 5:**  Menyusun ringkasan dalam bentuk makalah tentang Memperkenalkan Penawaran Pasar Baru, Menetapkan Strategi Produk, serta Mendesain dan Mengelola Layanan  **[PT+KM: (2+2)x(3x60”)]**  Google Meet: lecture  **[PB: 3x(3x50”)]**  Google Classroom: discussion  **Assignment 5:**  Compile a summary in the form of a paper on Introducing New Market Offerings, Defining Product Strategies, and Designing and Managing Services **[PT+KM: (2+2)x(3x60”)]** | **1** | 15 |
| **12, 13** | C4. Mahasiswa mampu menguraikan peny  ampaian nilai.  C4. Students are able to describe the delivery of values. | 1. Mahasiswa mampu menguraikan Mendesain dan Mengelola Komunikasi Pemasaran Terintegerasi 2. Mahasiswa mampu menguraikan Mengelola Ritel, Grosir, dan Logistik   6.1 Students are able to describe Designing and Managing Integrated Marketing Communication (IMC)  6.2 Students are able to describe Managing Retail, Wholesale, and Logistics | Kriteria:  Rubrik Holistik  Teknik non-test: Video Contoh IMC dan serta Ritel, Grosir, dan Logistik  **Criteria:**  Holistic Rubric  **Non-test:**  Video of IMC, Retail, Wholesale, and Logistics management |  | Google Meet: kuliah  **[PB: 3x(3x50”)]**  Google Classroom: diskusi  **Tugas 6:**  Membuat Video Contoh IMC dan serta Ritel, Grosir, dan Logistik  **[PT+KM: (2+2)x(3x60”)]**  Google Meet: lecture  **[PB: 3x(3x50”)]**  Google Classroom: discussion  **Assignment 6:**  Creating a video presentation about IMC and managing retail, wholesale and logistics  **[PT+KM: (2+2)x(3x60”)]** | **1** | 15 |
| **14** | C4. Mahasiswa mampu menguraikan pemasaran yang bertanggung jawab  C4. Students are able to describe responsible marketing | 1. Mahasiswa mampu menguraikan pemasaran holistic untuk jangka panjang   7.1 Students are able to describe long-term holistic marketing | Kriteria:  Rubrik Holistik  Teknik non-test: Poster Contoh Aktivitas Organisasi Pemasaran Holistik  **Criteria:**  Holistic Rubric  **Non-test:** Poster of Holistic Marketing strategy |  | Google Meet: kuliah  **[PB: 3x(3x50”)]**  Google Classroom: diskusi  **Tugas 7:**  Membuat Poster Contoh Aktivitas Organisasi Pemasaran Holistik  **[PT+KM: (2+2)x(3x60”)]**  Google Meet: lecture  **[PB: 3x(3x50”)]**  Google Classroom: discussion  **Assignment 7:**  Creating a poster about holistic marketing activities  **[PT+KM: (2+2)x(3x60”)]** | **1** | 10 |
| **15** | C4. Mahasiswa mampu menguraikan bisnis global  C4. Students are able to describe global business. | 1. Mahasiswa mampu menguraikan Membuka Pasar Global   8.1 Students are able to describe the process of expanding to global market | Kriteria:  Rubrik Holistik  Teknik non-test: Contoh cara-cara memasuki pasar global  Criteria:  Holistic Rubric  non-test:global market entry-strategies |  | Google Meet: kuliah dan diskusi  Google Classroom: diskusi  **[PB: 1x(3x50”)]**  **Tugas 2:**  Membuat laporan cara-cara memasuki pasar global  **[PT+KM: (1+1)x(3x60”)]**  Google Meet: lecture and discussion  Google Classroom: Discussion  **[PB: 1x(3x50”)]**  **Assignment 8:**  Creating a report about a company’s global market entry strategy  **[PT+KM: (1+1)x(3x60”)]** | **1** | 10 |
| **16** | **Evaluasi Akhir Semester / Ujian Akhir Semester**  **Final Semester Examination** | | | | | |  |

**Catatan:**

1. Capaian Pembelajaran PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, pengugasan pengetahuan, dan keterampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/ pengembangan sebuah mata kuliah yang terdiri dari aspel sikap, keterampilan umum, keterampilan khusus, dan pengetahuan.
3. CP Mata Kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata Kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. Kriteria Penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif dan kulitatif.
7. Teknik penilaian: tes dan non-tes.
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian kepada Masyarakat, dan/atau bentuk pembelajaran lain yang setara.
9. Metode pembelajaran: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, dan metode lainnya yang setara.
10. Materi pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot penilaian adalah prosentase penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tersebut dan totalnya 100%.
12. PB=Proses Belajar, PT=Penugasan Terstruktur, KM=Kegiatan Mandiri.

Notes:

* + - 1. Learning Outcomes (CPL-PRODI) are abilities possessed by each graduate which is an internalization of attitudes, knowledge, and skills according to the level of the study program obtained through the learning process.
      2. CPL charged to courses are some of the learning outcomes of the study program graduates (CPL-PRODI) which are used for the formation / development of a course consisting of attitude aspects, general skills, special skills, and knowledge.
      3. Course CP (CPMK) is an ability that described specifically from the CPL charged on a course, and is specific to the study material or learning material for that course.
      4. Subject Sub-CP (Sub-CPMK) is the ability that described in the learning material of the course.
      5. Indicators of ability assessment in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
      6. Assessment Criteria are benchmarks used as measurement for learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be quantitative and qualitative.
      7. Assessment techniques: test and non-test.
      8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service, and / or other equivalent forms of learning.
      9. Learning methods: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, and other equivalent methods.
      10. Learning materials are details or descriptions of the study material which can be presented in the form of several main topics and sub-topics.
      11. The weight of the assessment is the percentage of the assessment of each sub-CPMK achievement which is proportional to the difficulty level of achieving the sub-CPMK and the total is 100%.

1. PB = Learning Process, PT = Structured Assignment, KM = Independent Activities.