



**MASTER OF MANAGEMENT STUDY
PROGRAM, FACULTY OF ECONOMICS
AND BUSINESS, AHMAD DAHLAN
UNIVERSITY**

Document Code:
FM-UAD-PBM-o8-02/R1

SEMESTER LESSON PLAN

Courses	Course Code	Lecture Points	Weight (SKS)		Semester	Drafting Date
Advanced Marketing Management	205110330	Marketing Management	T = 3	P = 0	1	January 02, 2022
Authentication	RPS Development Lecturer		RMK Coordinator		Head of Study Program	
	Dr. Purwoko, M.M. Dr. Zunan loyalty, M.M. D. Fitroh Adhalla, Se., M.C., C.M.A. Dr. Sukardi, M.M.		Dr. Purwoko, M.M.		Dr. Aftoni Sutanto. IF. Msi	
Learning Outcomes	CPL-Prodi charged on lecture points					
	CPL 1 (S1)	Be wary of the One God and be able to uphold the value of humanity in carrying out tasks based on the values of Al Islam and the Greatness				
	CPL 2 (S2)	Able to act as citizens who have a sense of nationality and love for the country, obey the law and discipline, respect diversity, are independent and responsible based on Pancasila				
	CPL 3 (KU1)	Able to study, develop and apply science and technology scientifically in their field of expertise.				
	CPL 4 (KU2)	Apply leadership principles and be able to take decisions on problems in their fields, manage and be responsible for the performance of the work units under them.				
	CPL 5 (KU3)	Applying scientific thinking and descriptive scientific studies of science, technology by paying attention to human values according to their fields of expertise and being able to compile scientific works (theses, publications) that can be scientifically and ethically accounted for.				

CPL 6 (PP1)	Mastering advanced strategic marketing rules and techniques
CPL 7 (PP2)	Mastering the concept of strategic marketing and the preparation of strategic plans and plans.
CPL 8 (PP3)	Mastering strategic marketing concepts and knowledge
CPL 9 (PP4)	Mastering the concepts of quantitative and qualitative research methodology
CPL 10 (KK1)	Able to identify, formulate, implement and make decisions ² related to strategic marketing and able to contribute to the preparation of strategic plans and plans.
CPL 11 (KK2)	Able to identify and provide solutions to strategic marketing problems
CPL 12 (KK3)	Able to conduct empirical studies and modeling using strategic marketing scientific methods
CPL 13 (KK4)	Able to provide sensitivity based on strategic marketing
Course Learning Outcomes (CPMK)	
CPMK ₁	Able to apply scientific thinking, master concepts, theoretical, methods, and strategic marketing tools CPL ₃ , CPL ₈
CPMK ₂	Able to evaluate, review and formulate CPL ₅ strategic marketing, CPL ₁₂
CPMK ₃	Able to identify managerial problems and take appropriate solutive actions based on developed alternatives, by implementing CPL ₁₃ strategic marketing
CPMK ₄	Able to take managerial decisions and execute appropriately based on CPL ₁₂ strategic marketing
Final ability of each learning stage (Sub-CPMK)	
Sub-CPMK ₁	Understand concepts, strategic marketing theories, understand the notion of effective business strategies, and be able to use effective strategic marketing CPMK ₁
Sub-CPMK ₂	Describe the identification and explain the strategic marketing of CPMK ₂
Sub-CPMK ₃	Students can apply the preparation of reliable marketing plans and identify factors that are taken into consideration in implementing CPMK ₃ , CPMK ₄ strategic marketing
Sub-CPMK ₄	Students can apply comprehensive, holistic strategies from a strong strategy marketing angle and understand CPMK ₃ , CPMK ₄ strategic marketing

	Sub-CPMK5	Identify and understand CPMK4 strategic marketing trends					
	Sub-CPMK6	Analyze CPMK3, CPMK4 strategic marketing					
	Correlation of CPMK to Sub-CPMK						
		Sub-CPMK1	Sub-CPMK2	Sub-CPMK3	Sub-CPMK4	Sub-CPMK5	Sub-CPMK6
	CPMK1	V					
	CPMK2	V	V				
CPMK3			V	V		V	
CPMK4			V	V	V	V	
Course brief description	<p>The advanced strategic marketing course explains how a company is driven by the market by identifying key issues and factors essential to choosing the right strategy in an increasingly intense market and competitive situation. Strategic marketing planning is an approach used in this course by emphasizing how to conduct marketing analysis and strategic planning. The advanced strategic marketing course explains the growing importance of superior customer value, prominent capability leverage, perceived on-market diversity, new product development, and introduction of global business challenges that require effective strategic marketing to gain profit and maintain a competitive position based on market segmentation, targeting, positioning, customer value; designing market-based strategies; Development of market-driven programs and managerial tools and instruments to optimize the role of strategic marketing in achieving sustainability, progress, profitability, and corporate value.</p>						
Study Materials: Learning Materials	<p>New Challenges for Market-Based Strategy Markets and competitive space. Strategic market segmentation. Strategic customer management: Systems, ethics, and social responsibility. Ability to learn about customers and markets. Market targeting and strategic positioning Strategic relationships Innovation and new product strategy Strategic brand management Value chain strategy Pricing strategy Promotion, advertising, and sales promotion</p>						

Book	Main:
	<ol style="list-style-type: none"> 1. Russel Abratt and Michael Bendixen, 2019, Strategic Marketing, Routledge and Francis Group, House Publishing, London and New York. 2. Alexander Chernev forward by Philip Kotler, 2014, First Published, Strategic Marketing Management, Eighth Edition, Publishing by Cerebellum Press, USA. 3. Cravens, David W. and Nigel F. Piercy, 2013, Strategic Marketing, Tenth Edition, International Edition, McGraw-Hill, Boston. New York.
	Supporter
	<ol style="list-style-type: none"> 4. Leandro da Silva Nascimento, Fernanda Kalil Steinbruch, Daniel Max de Sousa Oliveira, Julio Cesar da Costa Junior and Fernando Bins (2021) Strategic marketing approaches impact on social enterprises. Marketing Intelligence & Planning, vol. 39 no. 7. DOI: https://doi.org/10.1108/MIP-02-2021-0065 5. Merlin Stone, Eleni Aravopoulou, Yuksel Ekinci, Geraint Evans, Matt Hobbs, Ashraf Labib, Paul Laughlin, Jon Machtynger and Liz Machtynger (2020) Artificial intelligence (AI) in strategic marketing decision-making: a research agenda The Bottom Line, vol. 33 no. 2. DOI: https://doi.org/10.1108/BL-03-2020-0022
Dosen Pengampu (Team Teaching)	Dr Zunan Setiawan SE MM; Dr. Purwoko SE. MM
Prerequisite Lecture Points	Marketing Management

Week to -	Expected capability (Sub-CPMK)	Study materials/Learning materials	Forms, learning methods and Learning Experience	Time (minutes)	Valuation		
					Technique	Indicator	Weight (%)
1	Sub-CPMK1 Understand concepts, strategic marketing theories, understand the notion of effective business strategies, and be able to use effective marketing strategies Sub-CPMK2 Explain identification and explain strategic marketing (C1:C2)	(1) Strategic marketing scope Understanding marketing – antecedents Marketing and sales orientation Strategic marketing concepts Internal marketing Responsibilities in marketing Provide customer value in network marketing Sources of profit	Discussion Lecture Students: Group Presentations and Discussions/ Simulations/ Case Studies/ Learning to read, note-taking, questioning, listening, giving Related opinions	PB 3x50 KM 3x50 PT 3x50	Written test in the midterm exam Group task assessment: Presentation Task assessment	1. Students can study the understanding of strategic marketing 2. Students can explain the main strengths that can sharpen research on strategic marketing.	10%

		marketing Organizational resources and marketing capabilities Strategic marketing effectiveness Key marketing success factors Marketing focus on customers	With study materials and problem gaps that arise during lectures and discussions based on strategic thinking in marketing discussions		individual: Activeness in class: by asking questions in class Written assignments		
2, 3,4	Sub-CPMK2 Describe identification and explain strategic marketing (C1:C2,C3) Sub-CPMK3 Students can apply the preparation of reliable marketing planning and identify factors that are taken into consideration in implementing strategic marketing (C2, C4)	(2) Customer focus Customer orientation relevance Market continuum consumer- organization Exchange relationships in marketing Understanding consumer buyer behavior Stimulating buying behavior Cultural values and social influences Involvement in purchasing behavior The nature of organizational purchasing Complexity in organizational purchasing Product complexity and commercial uncertainty Purchase process framework	Lecture Presentati on Discussio n Students: Presentations and Group Discussions/ Simulations/ Case Studies/ Learning to read, take notes, ask questions, listen, give opinions related to study materials and problem gaps that arise during lectures and discussions based on strategic thinking in marketing discussions	PB 9x50 KM 9x50 PT 9x50	Written test in the midterm exam Group task assessment: Presentation Assessment of individual tasks: Activeness in class: by asking questions in class Written assignments	Can: 1. Students can review the framework of the purchasing process in running a business from the aspect of strategic marketing 2. Students can study the right type of strategic marketing for company sustainability in competing superiorly. 3. Students can review and apply marketing planning for company competitiveness in diverse industries.	15%

		<p>(3) Market segmentation and positioning Product market portfolio analysis Competitive business position of the organization Market attractiveness Market investment opportunities Market segmentation Market segmentation – theory and experience Macro segmentation criteria Micro-segmentation criteria Market segmentation of the organization Select target segments Apply and extend segmentation analysis Market positioning process</p> <p>(4) Strategic market planning Managerial framework for market planning Strategic differentiation in organizations Stages in marketing planning Marketing objectives and performance Marketing performance and financial goals</p>					
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		Preparing a marketing plan					
5,6	<p>Sub-CPMK3 Students can apply the preparation of reliable marketing planning and identify factors that are taken into consideration in implementing strategic marketing (C2, C3)</p> <p>Sub-CPMK4 Students can implement comprehensive, holistic strategies from a strong marketing strategy angle and Understand strategic marketing (C2)</p>	<p>(5) Obtaining customer information Strategic and operational marketing information Information about latent customer needs Immediate need for information Turn data into knowledge Market potential information Information about products and services Information about marketing practices Information about customers Effects of wealth in emerging markets Sales forecast</p> <p>(6) Competition in business systems – Customer acquisition and retention Positioning in business systems Value added marketing perspective Value of organizational resources Strategic response against competition</p>	<p>Lecture Presentation Discussion</p> <p>Students: Presentations and Group Discussions/ Simulations/ Case Studies/ Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and discussions based on strategic thinking in marketing discussions</p>	<p>PB 6x50</p> <p>KM 6x50</p> <p>PT 6x50</p>	<p>Written test in the midterm exam</p> <p>Group task assessment: Presentation</p> <p>Assessment of individual tasks: Activeness in class: by asking questions in class</p>	<p>Can: 1. Analyze market designing and driven strategies to optimize the role of strategic marketing in various business and / or non-business organizations. 2. Examines the concept of strategy models leading and maintaining the market.</p>	15%

		General strategy Business strategy Time-based competition Challenges in business systems					
7	Sub-CPMK6 Analyze strategic marketing (C4:C5)	Case Studies COKE has set six strategic priorities and has built them into every aspect of its business: 1. Accelerating the growth of carbonated soft drinks, led by CocaCola 2. Expand the product family, wherever appropriate eg. bottled water, tea, coffee, juice, energy drinks 3. Grow profitability & system capability along with bottling 4. Creatively serve customers (e.g. retailers) to build their business 5. Invest smartly in market growth	Lecture Presentati on Discussio n Student: Looking for material for case studies, conducting group presentations, asking questions, giving opinions related to the gaps in the case problems discussed, taking notes	PB 3x50 KM 3x50 PT 3x50	Written test at the end of semester exam Group assignment assessment: Presentation Individual assignment assessment: Activeness in class: by asking questions in class	Able: 1. Students can study and develop a market challenger strategy. 2. Able to compile managerial tools needed to optimize the role of strategic marketing in efforts to achieve company or organizational goals	10%

		6. Drive efficiency & cost-effectiveness by using technology and large-scale production to control costs enabling our employees to achieve outstanding results every day					
8	Midterm Exam			90	Written test		
9,10,11	Sub-CPMK4 Students can implement comprehensive, holistic strategies from a strong marketing strategy angle and Understand strategic marketing (C2; C4)	(9) Build a competitive brand Nature and importance of branding The meaning of the brand Building equity in the brand Branding value-added Build and communicate brand value Manage brand extensions Threats to branding Brand decisions Manufacturer branding decisions Private label brands Generic brands	Lecture Presentation on Discussion Students: Presentations and Group Discussions/ Simulations/ Case Studies/ Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and discussions based on strategic thinking in marketing discussions	PB 9x50 KM 9x50 PT 9x50	Written test at the end of semester exam Group task assessment: Presentation Assessment of individual tasks: Activeness in class: by asking questions in class Written task2	Students are able to: 1. Students study and discuss marketing strategies based on product brands. 2. Students study. Marketing strategy is an integral part of product design and innovation strategy. 3. Students study concepts and strategic marketing in competition in the era of tight industrial and high technology based on product life cycle.	20%

		<p>Brand and category management The rise and fall of brand managers The prevalence of category management Positioning brands Effective brand positioning Brand repositioning Relaunching the brand</p> <p>(10) Developing new products and services Product dimensions Core products and benefits The role of product design Innovation and market evolution Special position of high-tech products Diffusion of innovation New products as marketing innovations New product market decisions New products</p>					
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		and market shares Process development					
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		<p>new products Idea creation and screening Concept development and testing Business and marketing analysis Product market testing New product commercialization New product development Myopia Pitfalls in new product development</p> <p>(11) Managing products through the life cycle Innovation and product lifecycle Managing products through the life cycle Stages in the product life cycle Fill Ideal product life cycle Life cycle for frequently purchased products Category lifecycle</p>					
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		<p>product Management implications of the life cycle Expansion of business systems Manage maturity stages Manage update stages Manage cash flow</p>					
12,13,14	<p>Sub-CPMK4 Students can implement comprehensive, holistic strategies from a strong marketing strategy angle and Understand strategic marketing (C2; C4)</p> <p>Sub-CPMK5 Identify and understand strategic marketing trends (C2:C4)</p>	<p>(12) Marketing communications Marketing communication process Common tasks in communication Purpose of marketing communications Influence of marketing communications The influence of marketing communications on customers Marketing communication methods Marketing communication as an investment Communicating through advertising</p>	<p>Lecture Presentation Discussion</p> <p>Students: Presentations and Group Discussions/ Simulations/ Case Studies/ Learning to read, take notes, ask questions, listen, give opinions related to study materials and problem gaps in lectures and discussions based on strategic marketing discussions</p>	<p>PB 9x50</p> <p>KM 9x50</p> <p>PT 9x50</p>	<p>Written test at the end of semester exam</p> <p>Group task assessment: Presentation</p> <p>Assessment of individual tasks:</p> <p>Activeness in class: by asking questions in class</p> <p>Written assignments</p>	<p>Students are able to: 1. Assess the role of strategic marketing for business competition based on the integration of marketing communications. 2. Conduct a price determination study that can compete between industries and products produced based on marketing communication relationship management. 3. Analyze the market based on price, cost, customer value to optimize the role of strategic marketing in distribution channels, cooperation, and resolve conflicts in companies or business and / or non-business organizations.</p>	20%

		Deciding on a strategy Advertising					
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		<p>Communicate through publicity and public relations Communicate through sponsorships Sponsorship and self-image Communicate through sales promotion Complementary roles of sales promotion Additional costs and brand downgrades Permanent or temporary gains</p> <p>(13) Integrated marketing communications Direct marketing and personal selling Communicating through direct marketing Building direct customer relationships Components of direct marketing Direct marketing process Increase customer loyalty Database application Communicate through private selling The nature of personal selling</p>				
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		<p>Sales goals and tasks The evolution of consultative sales Sales process Sales conferences Sales force organization</p> <p>(14) Provide Value Pricing strategies and tactics The nature and importance of price Price, cost, and value Approach to pricing The effect of cost on price Customer-oriented pricing Strategic pricing Pricing for market segments Product line pricing Price traps Price wisdom limits Distribution marketing channels Properties and functions of distribution channels Multiple channels</p>					
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		Marketing channel functions Formulate a distribution strategy Market coverage intensity Strategic goals for distribution Selecting and motivating intermediaries Evaluating distributors Cost and efficiency in distribution Cost analysis of distribution Conflict of power and cooperation					
15	Sub-CPMK6 Analyze strategic marketing (C4; C5)	(15) Align performance with marketing strategies Organization for marketing Align organization with marketing strategy Evaluate marketing performance Integrated marketing performance Choose performance criteria Align operations with strategy marketing	Lecture Presentation Discussion Students: Presentations and Group Discussions/ Simulations/ Case Studies/ Learning to read, take notes, ask questions, listen, Provide related opinions	PB 3x50 KM 3x50 PT 3x50	Written test at the end of semester exam Group assignment assessment: Presentation Individual assignment assessment: Activeness in class: by asking questions In class	Can: 1. Analyze various strategic aspects within the scope of strategic marketing management in various business and / or non-business organizations 2. Able to analyze market-driven program development To optimize the strategic role of marketing management in various organizations business and or non-business	10%

		Use sales quotas Use financial controls Cash flow management Current income and profit Commitment to customers	With study materials and problem gaps that arise during lectures and discussions based on strategic thinking in marketing discussions				
16	Final Semester Test			90	Written test		

Student CPL Achievement Assessment and Evaluation Portfolio


Mg	CPL	CPMK (CLO)	Sub-CPMK (LLO)	Indicator	Question form – Weight (%)		Bobot (%) Sub-CPMK	Stand: (0-100)	$\Sigma((\text{mhs value}) \times (\text{Weight \%}))$	CPL accessibility to MK (%)
1	CPL3 CPL8 CPL5 CPL12	CPMK1 CPMK2	Sub-CPMK-1 Sub-CPMK-2	I-1.1 I-1.2	Task-1 UTS Essay Questions	5 5	10			
2-4	CPL5 CPL12 CPL13	CPMK2 CPMK3	Sub-CPMK-2 Sub-CPMK-3	I-2.1 I-2.2 I-2.3	Task-2 UTS Essay Questions	5 10	15			
5-6	CPL13 CPL12	CPMK3 CPMK4	Sub-CPMK-3 Sub-CPMK-4	I-3.1 I-3.2 I-3.3	Task-3 UTS Essay Questions	5 10	15			
7	CPL12 CPL13	CPMK3 CPMK4	Sub-CPMK-6	I-4.1 I-4.2	Task-4	5	10			
8	Midterm Evaluation									
9-11	CPL12 CPL13	CPMK3 CPMK4	Sub-CPMK-4	I-5.1 I-5.2 I-5.3 I-5.4	Task-5 Soal Esai WHO	5 15	20			

12-14	CPL12 CPL13	CPMK3 CPMK4	Sub- CPMK-4 Sub- CPMK-5	I-6.1 I-6.2 I-6.3 I-6.4	Task-6 Soal Esai WHO	5 15	20		
15	CPL12 CPL13	CPKM3 CPMK4	Sub- CPMK6	I-7.1 I-7.2	Task-7	10	10		
16	End of Semester Evaluation								
Total Weight (%)						100	100		
Final Student Grade ($\Sigma(\text{MHS Score}) \times (\text{Weight } \%)$)									

Student CPL Achievement Assessment and Evaluation Portfolio

No.	CPL in MK – Research Methods	Access value(o s.d. 100)	Attainment CPL on MK (%)
1	CPL 3 (S3): Able to study, develop and apply science and technology scientifically in their field of expertise.		
2	CPL5 (KU1): Able to study, develop and apply science and technology scientifically in their field of expertise.		
3	CPL7 (KU3): Able to compile scientific papers (Thesis, publication) that can be scientifically and ethically accountable.		
4	CPL 8(PP1): Mastering strategic marketing concepts and knowledge		
5	CPL 12 (KK 1): Able to conduct empirical studies and modeling using strategic marketing scientific methods		
6	CPL13 (KK 2): Able to provide sensitivity based on strategic marketing		

Example of Student Assignment Plan Form

	MASTER OF MANAGEMENT STUDY PROGRAM, FACULTY OF ECONOMICS AND BUSINESS, AHMAD DAHLAN UNIVERSITY				
	STUDENT ASSIGNMENT PLAN				
COURSES	Advanced Marketing Strategic				
CODE		Credits	3	Semester	2
LECTURER GUARDIAN	Zunan Setiawan S.E., M.M. Dr. Purwoko. SE., MM				
TASK FORM					
Written Assignments					
<p>Development of a comprehensive framework for adopting a customer relationship management system (CRM) that supports information and communication technology (ICT), towards strengthening and expanding the company's customer base.</p>					
SUB LEARNING OUTCOMES OF COURSES					
Sub-CPMK4: Students can apply comprehensive, holistic strategies from an angle Strong marketing strategy and understanding strategic marketing					
TASK DESCRIPTION					
<p>Object: CRM integrates AI, and social CRM, and some business organizations have started exploring the utilization of advanced strategic marketing. It is mostly challenged in the process, due to the adoption of CRM systems that are lower than demand. How to evaluate an organization's readiness to adopt a sophisticated ICT-enabled CRM system in terms of infrastructure and resources, identify critical functional areas of organizational focus and differences in approaches required across industries and company types. In the context of the internet and social media, the analysis and management of customer big data and Its transcription into usable information is crucial.</p>					
TASK EXECUTION METHOD					
<ol style="list-style-type: none"> 1. Read textbooks, watch videos related to the topic of customer relationship management (CRM) systems 2. Answering questions given related to the theme of information technology discussion and communication (ICT), towards strengthening and expanding the company's customer base 					
EXTERNAL SHAPES AND FORMATS					

a. Objects of Garapan: -	
b. External forms: 1. Written report.	
INDICATORS, CRETERIA AND ASSESSMENT WEIGHTS	
a. Completeness and correctness of identification (50%) b. Analytical acuity (50%)	
SCHEDULE	
Title and Framework Setting	May 09, 2022
Task External Collection	May 20, 2022
OTHER	
The assessment weight of this task is 5% of the 100% assessment of this course; Tasks are worked on and presented independently;	
REFERENCE LIST	
<ol style="list-style-type: none"> 1. Seshadri Chatterjee, Ranjan Chowdhury, Demetris Vrontis, Alkis Thrassou and Soumya K. Ghosh (2020) ICT-enabled CRM system adoption: a dual impact on organizational network performance. <i>Journal of Business Strategy</i> DOI: https://doi.org/10.1108/JABS-05-2020-0198. 2. Paul Harrigan, Elaine Ramsey and Patrick Ibbotson (2012) Entrepreneurial marketing in SMEs: the key capabilities of e-CRM. <i>Journal of Research in Marketing and Entrepreneurship</i>, vol. 14 no.1. DOI: https://doi.org/10.1108/14715201211246760 	

Holistic Rubric of Tasks: Development of a comprehensive framework for adopting a customer relationship management system (CRM) that supports information and communication technology (ICT), towards strengthening and expanding the company's customer base.

Grade	Score	Judging Criteria
Very lacking	<20	The task reports presented are irregular and unable to answer questions given.
Less	21 - 40	The task report is presented poorly and is only able to answer a small part from the questions ² given.
Enough	41 - 60	The assignment report is presented well enough and is capable enough to answer half of the questions ² given.
Good	61 - 80	The task report is well presented and able to answer most of the questions given
Excellent	>81	The task report is very well presented and is able to comprehensively answer questions given.

Student Grade List

No	NIM	Name	Score (0-100)
1			
2			
3			
...			

Example of Perception Scale Rubric Form for Presentation Assessment

Assessed Aspects/Dimensions	Very Lacking	Less	Enough	Good	Excellent
	< 20	(21-40)	(41-60)	(61-80)	≥ 81
<p>Preparation</p> <p>Ensure that there will be no technical problems during the presentation.</p> <p>Ensure presentations start on time</p>					
<p>Presentation Media</p> <p>Ensure that media presentas (canva, ppt, video, mic) are attractive</p>					
<p>Material Mastery</p> <p>Ensure the content of the presentation is in accordance with the theme of discussion</p> <p>Ensure depth of the theme</p>					
<p>Presentation Mastering Skills</p> <p>Respond to questions</p> <p>Answer questions</p> <p>Maintain presentation conditions</p>					
<p>Alignment of the theme of discussion with the phenomenon of consumer behavior</p> <p>Able to give examples of real applications of the theme discussed</p>					

This Semester Learning Plan (RPS) applies to Master of Management students, Faculty of Business Economics, Universitas Ahmad Dahlan. This RPS is evaluated periodically every semester and improvements will be made if the implementation is still needed