

Course: Marketing Management

1. **Type** : Specialization's Elective
2. **Code** : PTE 6303
3. **Credit** : 2/1
4. **Semester** : Even
5. **Description** :

The course of marketing management is provided to explain several concepts, theory and also strategies, which are done in animal science industry and other relevant industries. The topic discussed in this course is market segmentation, market target determination and the analysis of product placement/brand placement, and also strategy of product policy development, price, distribution or marketing communication.

6. Course Outcomes (CO)

- CO 1 : Able to explain the theory concept, marketing basic model which is used for creating and giving the customer value which has good quality
- CO 2 : Students are able to identify the crucial issue which is connected with marketing strategy planning, implementating, and evaluating
- CO 3 : Students are able to develop the ability to detect the marketing problem faced by company/organization and the causative factors, and also analyze those problems for being able to recommend the best solution
- CO 4 : Able to improve the skills for designing the marketing plan

7. The Alignment Between CO and ELO

CO*	ELO**																	
	A				B			C				D						
	1	2	3	4	1	2	3	1	2	3	4	1	2	3	4	5	6	
CO 1				✓		✓			✓								✓	
CO 2										✓	✓	✓						
CO 3						✓				✓	✓					✓		
CO 4			✓						✓							✓	✓	

*CO refers to point 6.

**Expected Learning Outcomes (ELO) are written below,

A. Attitudes and Behaviors	
The graduates are able to behave well, correctly, and culturally as the result of internalization and actualization of values and norms, which is reflected in a spiritual and social life through learning process, experience, research, and/or community development in the animal husbandry.	
1	Piety to God and be able to show religious attitude and maintain the humanity values in carrying the task, which is based on religion, moral, and ethics.
2	Be proud and love the homeland show nationalism, and contribute to the improvement of the life quality in the community, nation and country, and the advancement of civilization according to Pancasila.
3	Showing the social sensitivity and attention to the community and environment by respecting the culture diversity, view, religious, beliefs, and other people's opinion, and also obey the rules.
4	Be accountable in carrying the professional practice that includes ability to accept accountability towards decision and professional action. It shall be according to the scope of the practice under their responsibility and laws.

B. Mastery in Sciences	
Master the theory of the current science in the animal husbandry and its application.	
1	Able to master the current animal science and its application theory.
2	Able to master the livestock production science, animal nutrition and feed science, animal products technology, and the livestock social economics in relation to food security and environment.
3	Able to master the design, management, and development of livestock research.
C. Special Skills	
The graduates are able to develop science, technology, and arts in the animal husbandry through interdisciplinary/multidisciplinary innovative and tested research.	
1	Able to make innovation in the animal husbandry based on the development of science and technology.
2	Able to design interdisciplinary and multidisciplinary research in the animal husbandry.
3	Able to formulate and solve problems in the national development especially in terms of animal husbandry.
4	Able to solve problems and anticipate issues in the development of animal science and industry.
D. General Skills	
The graduates are able to manage resources by utilizing science, technology, and arts to solve problems in the animal husbandry with current science and also conduct research with accountability and full responsibility.	
1	Able to develop logical, critical, systematic, and creative thought through scientific research, creation of design in the science and technology, which pays attention and applies humanity values according to their expertise. The graduates are able to arrange scientific concept and the study result based on the principles, procedures, and scientific ethics.
2	Able to identify the science that becomes their research object and position it to a research map by using information technology in the context of science development and expertise implementation developed through interdisciplinary or multidisciplinary approaches.
3	Able to make a decision in the context of solving problems in the development of science and technology, which pays attention and applies humanity values based on analysis study or experiment towards information and data.
4	Able to communicate the result of reasoning and scientific research in form of thesis and scientific writing responsibly based on academic ethics in the accredited national journal.
5	Able to maintain the academic integrity generally and avoid the plagiarism practice.
6	Able to communicate spoken and written English effectively by using the information technology for the development of animal science and its implementation.

8. Course Content

Week	CO	Topic/Subtopic	Learning Activity	Assessment Tools	Allocated Time	Lecturer
1	CO 1	Marketing Management	Defining marketing concept based on current market condition		2	Suci Paramitasari and team
2	CO 1	Consumer Market Analysis	Factors affecting	Presentation and Discussion	2	Suci Paramitasari and team

			consumer's behaviour: Culture, social and psychological Process on consumer's decision making			
3	CO 1	Business Market Analysis	Acquisition; Participants on acquisition process	Presentation and Discussion	2	Suci Paramitasari and team
4	CO 1	Segmentation and Marketing Target	Variable on the consumer's market segmentation	Presentation and Discussion	2	Suci Paramitasari and team
5	CO 1	Branding	Analysis on the reference of competition Identification of POD and POP Qualitative positioning as an alternative	Presentation and Discussion	2	Suci Paramitasari and team
6	CO 1; CO 2	Brand Development	The role of brand Brand equity model Brand equity development Branding strategy	Presentation and Discussion	2	Suci Paramitasari and team
7	CO 1; CO 2	Competition analysis and growth	Competition strategy Product cycle	Presentation and Discussion	2	Suci Paramitasari and team

Midterm Examination						
8	CO 1; CO 2	Product strategy	Product characteristic Product differentiation Product design Product hierarchy Labelling and packaging	Presentation and Discussion	2	Suci Paramitasari and team
9	CO 1; CO 2	Service strategy	Service characteristic Service quality management	Presentation and Discussion	2	Suci Paramitasari and team
10	CO 1; CO 2	Introducing new products to market	New product Challenges on the product development	Presentation and Discussion	2	Suci Paramitasari and team
11	CO 1; CO 2	Pricing strategy	Definition of price Pricing process Types of price Adaptation and responses towards price alteration	Presentation and Discussion	2	Suci Paramitasari and team
12	CO 1; CO 2	Design and management of marketing channel	The value of distribution channel The role of distribution channel Designing distribution channel	Presentation and Discussion	2	Suci Paramitasari and team

			Integration of distribution channel Conflict on the distribution channel			
13	CO 1; CO 2	Design and management of marketing communication		Presentation and Discussion	2	Suci Paramitasari and team
14	CO 3	Holistic Marketing	Holistic marketing model Marketing responsibility and ethics	Presentation and Discussion	2	Suci Paramitasari and team
Final Examination						

9. Practicum

Week	Activity	Methods	Total Hours
1	Tutorial on the practicum plan	Explanatory activity regarding practicum plan	1
2	Marketing tutorial plan	Explanatory activity regarding marketing plan	1
3	Field activity	Students collect company information	2
3	Practicum monitoring	Presentation on the selected company	2
4	Field activity	Student observation; problem analysis and discussion	6
5	Report formulation	Students formulate marketing plan	6
6	Practicum presentation		2

10. Assessment

Component	CO	Percentage (%) for final grade	Minimum Satisfactory Level
Midterm	CO 1; CO 2	25	70
Quiz	CO 2	10	70
Presentation	CO 2	15	70
Final Exam	CO 1; CO 2; CO 3	25	70
Practicum	CO 3; CO 4	25	70
Total		100	

11. Lecturer

^{1.} Team

12. Reference