

Module designation	Marketing Management
Semester(s) in which the module is taught	Even semester
Person responsible for the module	Dr. Ir. Suci Paramitasari Syahlani, MM. Ir. Fransiskus Trisakti Haryadi, M.Si., Ph.D. Mujtahidah Anggriani Ummul Muzayyanah, S.Pt., M.P. Ph.D. Dr Tri Anggraeni Kusumastuti, S.P., M.P.
Language	Bahasa and English
Relation to curriculum	Specialization's Elective
Teaching methods	Classical lecture and discussion
Workload (incl. contact hours, self-study hours)	Total workload: 121 hours Contact hours: <ul style="list-style-type: none"> - Lecture: 23 hours - Academic activity: 28 hours - Practicum: 42 hours Private study: 28 hours
Credit points	2/1
Required and recommended prerequisites for joining the module	None
Module objectives/intended learning outcomes	<p>Course Outcomes (CO):</p> <ol style="list-style-type: none"> 1. Able to explain the theory concept, marketing basic model which is used for creating and giving the customer value which has good quality 2. Students are able to identify the crucial issue which is connected with marketing strategy planning, implementing, and evaluating 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 4. Able to improve the skills for designing the marketing plan <p>Expected Learning Outcomes:</p> <ul style="list-style-type: none"> - Attitudes and Behaviors: <ol style="list-style-type: none"> 1. 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. (CO4) 2. 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. (CO1) - Mastery in Sciences: <ol style="list-style-type: none"> 1. Able to master the livestock production science, animal nutrition and fed science, animal products technology, and the livestock social economics in relation to food security and environment. (CO1, CO3) - Special skills: <ol style="list-style-type: none"> 1. Able to design interdisciplinary and multidisciplinary research in the animal husbandry. (CO1, CO4)

	<ol style="list-style-type: none"> 2. Able to formulate and solve problems in the national development especially in terms of animal husbandry. (CO2, CO3) 3. Able to solve problems and anticipate issues in the development of animal science and industry. (CO2, CO3) <p>- General skills:</p> <ol style="list-style-type: none"> 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. (CO2) 2. Able to maintain the academic integrity generally and avoid the plagiarism practice. (CO 3, CO4) 3. Able to communicate spoken and written English effectively by using the information technology for the development of animal science and its implementation. (CO1, CO4) 																																															
Content	<p>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.</p>																																															
Exams and assessment formats	<table border="1"> <thead> <tr> <th>Assessment Components</th> <th>Course Outcomes (CO)</th> <th>Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>1. Midterm exam (written test, take home exam, paper assignment)</td> <td>CO1 & CO2</td> <td>25</td> </tr> <tr> <td>2. Final exam (written test, take home exam, paper assignment)</td> <td>CO 1, CO2, & CO3</td> <td>25</td> </tr> <tr> <td>3. Short quizzes</td> <td>CO 2</td> <td>10</td> </tr> <tr> <td>4. Presentation</td> <td>CO 2</td> <td>15</td> </tr> <tr> <td>5. Practicum</td> <td>CO3 & CO4</td> <td>25</td> </tr> <tr> <th colspan="3">Grade and Score</th> </tr> <tr> <th>Grade</th> <th>Score</th> <th>Grade</th> </tr> <tr> <td>A</td> <td>≥80</td> <td>C+</td> </tr> <tr> <td>A-</td> <td>75-79,9</td> <td>C</td> </tr> <tr> <td>A/B</td> <td>70-74,9</td> <td>C-</td> </tr> <tr> <td>B+</td> <td>65-69,9</td> <td>C/D</td> </tr> <tr> <td>B</td> <td>60-64,9</td> <td>D+</td> </tr> <tr> <td>B-</td> <td>55-59,9</td> <td>D</td> </tr> <tr> <td>B/C</td> <td>50-54,9</td> <td>E</td> </tr> </tbody> </table>	Assessment Components	Course Outcomes (CO)	Percentage (%)	1. Midterm exam (written test, take home exam, paper assignment)	CO1 & CO2	25	2. Final exam (written test, take home exam, paper assignment)	CO 1, CO2, & CO3	25	3. Short quizzes	CO 2	10	4. Presentation	CO 2	15	5. Practicum	CO3 & CO4	25	Grade and Score			Grade	Score	Grade	A	≥80	C+	A-	75-79,9	C	A/B	70-74,9	C-	B+	65-69,9	C/D	B	60-64,9	D+	B-	55-59,9	D	B/C	50-54,9	E		
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Study and examination requirements	The final grade in the module is composed of 25% performance on Midterm exam, 25% final exam, 10% quiz, 15% presentation, and 25% practicum. Students must have a final grade of 70% or higher to pass
Reading list	Learning books and articles related to the topics.