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Fakultas Ekonomi
Universitas Lampung - Bandar Lampung

KONTRAK PERKULIAHAN DAN SILABUS
MARKETING MANAGEMENT

TEXTS:

(MAR1) Solomon, Marshall, Stewart, Marketing, real people, real choices, 5th Edition, 2008
(MAR2) Kotler, Keller, A Framework for Marketing Management, 4th Edition, 2009
(MAR3) Kotler, Keller, Marketing Management 13th Edition, 2008

CLASS POLICY

1. Don't be late
2. Set your communication device to meeting / silent
3. If you need to answer your call, please DO ask permission to answer it outside the class.
4. Bring your book and power point
5. NO MAKE UP EXAM, ASSIGNMENT and others
6. Don't copy and paste / cheat, any indication towards it will resulting reduction of grade.

DESKRIPSI MATA KULIAH:

Mata kuliah manajemen pemasaran ini mengungkapkan tentang konsep manajemen pemasaran yang meliputi: pengertian, latar belakang, tujuan, ruang lingkup kegiatan perusahaan di bidang pemasaran, implementasi, dan masalah-masalahnya.

TUJUAN INSTRUKSIONAL UMUM

Secara umum setelah mengikuti mata kuliah ini, mahasiswa diharapkan dapat mengenal (*cognitive*), memahami (*affective*), dan mengimplementasikan (*psychomotor*) mengenai konsep manajemen pemasaran, serta memahami berbagai faktor-faktor yang mempengaruhi dan masalah yang dihadapi.

TUJUAN INSTRUKSIONAL KHUSUS

Setelah mengikuti perkuliahan ini diharapkan mahasiswa dapat:

1. Memahami hakikat manajemen pemasaran.
2. Mampu menganalisis lingkungan untuk menentukan lingkungan bisnis, dan target dan rencana pemasaran
3. Mengetahui syarat dan prosedur pendirian usaha.
4. Mampu menyusun organisasi pemasaran yang dikelola.
5. Mampu mengetahui berbagai kemungkinan masalah yang dihadapi
6. dalam bidang pemasaran

Metode pengajaran

1. Ceramah
2. Diskusi
3. Pembahasan Kasus
4. Presentasi

Rencana Perkuliahan

Week	Topics	Presenters
1	Overview	MJ
2	Syllabus, Class Overview, Grading, Marketing Introduction	MJ
3	<p>Making Marketing Value Decisions Chapter 1, Welcome to the world of Marketing (MAR1) Group : Real Choices at Virgin Atlantic (p.34, MAR1) Individual :</p> <p>1. Explore the Web site of three products, Identify the 4 Ps used to market each product. Identify the target market. Identify the benefits of each product. Identify the value-added features of the product. [Explain]</p>	MJ
4	<p>Chapter 2, Strategic Marketing Planning (MAR1) Due Date (Group / Individual) Task week 3 Group Presentation Virgin Atlantic Group : Real Choices at Neomedia Technologies (p.63, MAR1) Individual :</p> <p>Scan the local, national, and international news, looking for situations in the environment that may cause industries to modify their strategic plans. Students should report on demographic and economic forces, political and legal forces, technological and ecological forces, and social and cultural forces.</p> <ul style="list-style-type: none"> • Discuss in class how these environmental shifts will cause various industries to depart from original plans. • Discuss how plans can be devised to readily adapt to environmental changes. • Consider the corporate culture of an organization they are involved in. <p>The students should then:</p> <ul style="list-style-type: none"> • Describe the corporate culture, recognizing elements that contribute to the health or growth of the organization and those that might be modified to assist in the well-being of the organization. • Evaluate whether or not risk-taking is encouraged. • Discuss the focus of the organization. Is profit the main motivator for growth? 	MJ
5	<p>Chapter 3, Thriving in The Marketing Environment (MAR1) Group Presentation Neomedia Due Date (Group / Individual) Task week 4 Group : Real Choices at New Balance Individual :</p> <p>Open Bumbu Desa website, identify company 4P, value offered to consumer and partner, target market</p>	MJ
6	<p>Understanding, Consumers Value Needs Chapter 4, Marketing Research, Chapter 5 Consumer Behavior (MAR1) Due Date (Group / Individual) Task week 5 Group Presentation New Balance Group : Real Choices at Facebook.com Individual:</p> <p>Pick a topic from Chapter 5 that interests you. Find four journal articles related to the topic and abstract each article.</p>	MJ

7	Chapter 5 Consumer Behavior (MAR1), Chapter 6 Business to Business Market Due Date (Group / Individual) Task week 6 Group Presentation Facebook Group : Real Choices at Airbus Individual: List the five steps of the business buying behavior process. Explain the activities that occur in each. Pick a product. Explain what might happen as the business buyer moves through this process.	MJ
8	Mid Term	
9	Creating Product	
10	Creating Product	
11	Managing Product	
12	Managing Product	
13	Pricing The Product	
14	Pricing The Product	
15	Review	
16	FINAL EXAM	

PENILAIAN

Penilaian akan dilakukan dengan memperhatikan bobot sebagai berikut ini.

Quis / Tugas Part 1	: 10%
Ujian Mid Semester	: 30%
Presentasi	: 20%
Quis / Tugas Part 2	: 10%
Ujian Akhir	: 30%
Extra Point	: collected point added directly to total point

Assignment / Paper (group and individual)

1. Tidak mengutip blog yang tidak jelas siapa pengarangnya dan tidak mengutip Wikipedia
2. Selalu Masukkan daftar pustaka, gunakan footnote untuk setiap kutipan
3. Presentasi menggunakan presentation software, penilaian mencakup penampilan kelompok, profesionalisme, ketepatan isi, penjelasan presentasi, bagaimana menggunakan Power point, persiapan, presentasi, partisipasi kelas)