



Subject Module
 Department of Agribusiness
 Faculty of Agriculture
 University of Islam Malang

Module Handbook

Module Title	Marketing of Management
Module Level, if available	Undergraduate Study Program of Agribusiness
Course Code	MKW60724
Title, if available	-
Course (MK)	Marketing of Management
Semester	5
Course Coordinator	Ir.Sri Hindarti, M.Si.
Teaching Team	-
Language of instruction	Indonesian language/English
Linkages with the Curriculum	Study Program : Agribusiness Specialization:Agribusiness Type: Compulsory
Learning Methods and Duration	1. Lecture:100 minutes/meeting (14 meetings) 2. Practicum: 170 minutes/meeting (7 meetings) 3. Structured Assignments/individual and group Assignments presentation
Student Study Load	1. Lecture:100minutes/meeting (14 meetings) 2. Practicum: 170minutes/meeting (7 meetings) 3. Structured Assignments/quiz/group presentation 4. Attendance:75% of total attendance
Credit Weight	3 SKS or 5,1 ECTS
Requirements for Passing the Course	<ul style="list-style-type: none"> • Attendance>75% • The final score of all learning evaluation components \geq 44 Final score component: <ul style="list-style-type: none"> • 20%Midterm Exam • 20%Final Exam • 30%Practicum • 20%Structured Taks (individual and group) • 10% Presence
Course Prerequisite	-
Learning Outcomes	The expected learning outcomes is: <ol style="list-style-type: none"> 1. Able to understand the rules and principles of agribusiness sciences, social sciences, economics, and agricultural techniqueus as the basic for innovative agribusiness disciplines (ILO 2) 2. Able to implement agribusiness entrepreneurs that meets the principles of food health and safety (ILO 7) 3. Able to work efficiently, independently and teams work using a variety of methods to communicate effectively with in the scientific community and society (ILO 9)
Learning Content	After completing this course students are able to: <ol style="list-style-type: none"> 1. Able to explain the concepts, theories, and basics of marketing management used to create and deliver superior customer value. 2. Able to identify important issues related to the planning, implementation and evaluation of marketing strategies.

3. Able to develop the ability to detect marketing problems faced by the company/organization and the contributing factors and analyze these problems to be able to recommend the right solution.
4. Able to have knowledge and skills in making marketing plan

The topics include:

1. Introduction

- Definition of marketing of management
- Scope of marketing of management
- The importance marketing of management

2. Marketing of Management

- Understanding & Importance of Marketing Management
- The Concept of Maintaining Relationships With Customers

3. Consumer Market Analysis

- Factors that a role in consumer behavior: cultural, social and psychological
- Purchase decision process

4. Marketing Concept

- Marketing concept
- Marketing Tasks
- Company orientation to the market
- Customer value and satisfaction
- Attract customer attention and retention

5. Marketing Environment

- Marketing environment
- Modern SIP components
- Forecasting and measuring demand
- Analyze needs and trends in the macro environment

6. Marketing Development Strategy

- Segmentation, Targeting and Positioning Strategies
- Marketing Mix (7P)

7. Product Strategy

- Design
- Technology
- Uses
- Convenience
- Value
- Quality
- Packaging
- Brand
- Accessories
- Warrantie

8. Creating Brand Equity

- Brand role
- Brand equity model
- Build brand equity

9. Price Strategy

- Pricing Goals Pricing Strategies
- Factors influencing pricing

10. Distribution Strategy

- Distribution channel value
- The role of distribution channels
- Designing distribution channels
- Integration distribution channel

11. Promotion Strategy

- Special offers
- Advertising

	<ul style="list-style-type: none"> • User and trials • Direct mailing • Leaflets/posters • Free gifts • Competitions • Joint ventures <p>12. Marketing Environment Analysis</p> <ul style="list-style-type: none"> • Company's Internal and External Environment • Identifying the Company's Strengths and Weaknesses • Identifying External Environmental Opportunities and Threats • Develop a Marketing Development Strategy with SWOT analysis <p>13. Marketing Communication</p> <ul style="list-style-type: none"> • The role of marketing communications • Develop effective marketing channels
Test Terms and Forms	<p>Examination requirements: Minimum of 75 % attendance to attend the final exam</p> <p>Test Form: Essay</p>
Learning Media	<p>Projector and screen, Zoom application, Google Classroom, e-book, WA Group, Learning Management System (LMS UNISMA), Youtube</p>
References	<p>Main References :</p> <ol style="list-style-type: none"> 1. Phil Kotler. Marketing 4.0 Moving From tradisional to digital. John Willey & sons ., Hoboken, New Jersey 2. Philip Kotler. Marketing Managment, 15th Edition. Northwestern University. 3. Danang Suryoto. Dasar dasar Manajemen Pemasaran. CAPS (center of Academic Publishing Service) <p>Supporting References :</p> <ol style="list-style-type: none"> 1 . Bembi Dwi Indriyo. New Wave Marketing. Markplus inc.