SEMESTER LEARNING PLAN

Courses	**Marketing Management**
Semester	5 (Five)
Course Code	**MKW6017**
College Courses	Economics and Business
MK Preconditions	Basic Management
RPS Developer Lecturer	Ir.Sri Hindarti,M.Si.
Mk Master Lecturer	Ir.Sri Hindarti,M.Si..
Authentication Date	
Courses	Agribusiness
Faculty	Agriculture

ISLAMIC UNIVERSITY OF MALANG IN 2021

ISLAMIC UNIVERSITY OF MALANG
FACULTY OF AGRICULTURE
AGRIBUSINESS STUDY PROGRAM

SEMESTER LEARNING PLAN (RPS)			
Courses/Semesters	**Master Lecturer**	**Course Code**	**Credit Weight: 3**
Marketing Management	Ir.Sri Hindarti,M.Si.	**MKW 6017**	Theory:40%Practice: 60%
Authorization/Endorsement	**RPS Developer Lecturer**	**Head of Study Program**	**Vice Dean I**
	Ir.Sri Hindarti,M.Si.	Dr.Dwi Susilowati, SP. MP	Dr. Ir. Anis Sholihah, M.P.
Learning Achievements	**Graduate Learning Achievement (CPL) Study Program Charged in Courses**		
	ILO 10 Behave in accordance with the code of ethics and responsibilities of the agribusiness entrepreneur profession including marketing management, acquisition project management, human resource management and control		
	ILO 8 A Able to solve problems, topics and processes related to the achievement of agribusiness in accordance with concepts and strategies in problem solving		
	ILO 1 Able to answer problems related to entrepreneurship, agribusiness, and green food		
	ILO 2 Able to understand the rules and principles of agribusiness, social sciences, economics, and agricultural engineering as the basis of the innovative agribusiness discipline ILO 6 Able to evaluate projects according to techniques, methods, constraints, interpret data, and conclude it		
	Learning Achievement Courses (CP-MK)		
	CPMK 1 Students are able to explain the concepts, theories, foundations of marketing management used to create and deliver superior customer value.		
	CPMK 2 Students are able to identify important issues related to the planning, implementation and evaluation of marketing strategies.		

	CPMK 3 Students are able to develop the ability to detect marketing problems faced by companies / organizations and their causative factors and analyze the problem to be able to recommend the right solution.
	CPMK 4 Students have the knowledge and skills to make marketing planning
Course Output	Product decryption plan, marketing plan, oraganization form plan, and business efficiency calculation
Expected Outcome	Students have the competence to identify the variables of the marketing mix, analyze internal and external factors and develop agribusiness marketing strategies.
Brief Description of Course	This Marketing Management course is a course that must be taken by undergraduate students of agribusiness study program in the fifth semester, weighing 3 credits. Through this course, students are expected to be able to study the variables of the marketing mix and internal and external factors that affect it and develop agribusiness marketing development strategies. Assessment is done both in the process of analyzing concepts, reviewing criteria, project work processes, and the quality of work produced.
Learning Materials:	1. Introduction 2. Marketing Management 3. Marketing Analysis 4. Marketing Concepts 5. Marketing Strategy 6. Product strategy 7. Creating brand equity 8. Pricing Strategy 9. Distribution strategy 10. Promotional strategy 11. Marketing environment analysis 12. Marketing communications 13. Digital marketing
Book	Main: 1. Phili Kotler. Marketing 4.0 Moving From traditional to digital. John Willey & sons ,. Haboken, New Jersey 2. Philip Kotler. Marketing Managament, 15th Edition. Northwestern University. 3. Danang Suryoto. Basic basis of Marketing Management. CAPS (center of Academic Publishing Service) Support: 4. Bembi Dwi Indriyo. New Wave Marketing. Markplus inc. 5. Freddy Rangkuti. (2015) SWOT analysis. Jakarta : PT Gramedia Pustaka Utama 6. Fandi Tjiptono. (2015) Marketing Strategy. Jakarta : Andi

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
1	Sub cpmk 1 Students are able to explain the Understanding &Importance of Marketing Management as well as the Concept of Maintaining Relationships With Customers	1. Students are able to understand the Understanding and Linkup Space of Marketing Management 2. Students are able to study the importance of learning marketing management.	**Assessment Criteria:** 1. Determination and suitability of the selection of task material 2. Timeliness of task collection 3. The customize of the writing format **Assessment Techniques:** 1. Performance Assessment (Observation of performances during discussions) 2. Quiz (Multiple-Choise)	**Form of learning:** Offline Lectures **Learning Methods:** Q&A and *Small Group Discussion* **Media:** Presentation media **Student Learning Experience** 1. Read carefully Marketing Management and understand in outline about the Understanding and Scope of Agribusiness 2. Observing the understanding and importance of studying theimportance of the Agribusiness Concept 3. Brainstorming about understanding, understanding concepts. Traditional Agribusiness and Moder. 4. Training about		Lecture: 2 X 50 minutes	**Introduction** 1. Subject Decrypted 2. Scope of course 3. The importance of studying Marketing Management courses Libraries : 1,2,3	15

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
2	Sub cpmk 1 Students are able to explain the Understanding &Importance of Marketing Management as well as the Concept of Maintaining Relationships With Customers)	1. Students are able to understand the Understanding & Importance of Marketing Management 2. Students are able to understand the Concept of Maintaining Relationships With Customers	**Assessment Criteria:** 1. Determination and suitability of the selection of task material 2. Timeliness of task collection 3. The customize of the writing format **Assessment Techniques:** 1. Performance Assessment (Observation of performances during discussions) 2. Quiz (Multiple-Choise)	**Form of learning:** Offline Lectures **Learning Methods:** Q&A and *Small Group Discussion* **Media:**Presentation Media **Student Learning Experience** 1. Read carefully about the Understanding & Importance of Marketing Management 2. Take a look at how the Concept of Maintaining Relationships With Customers 3. Presentations and discussions on the Concept of Maintaining Relationships With Customers		Lecture: 2 x 50 minutes	**MARKETING MANAGEMENT** 1. Understanding & Importance of Marketing Management 2. The Concept of Maintaining Relationships with Customers Library: 1,2,3	15

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
3	Sub Cpmk 2 Students are able to analyze the consumer market along with marketing concepts based on the marketing environment.	1. Students are able to understand the factors that play a role in consumer behavior. 2. Students are able to understand the buying decision-making process.	**Assessment**Criteria: 1. Determination and suitability of the selection of task material 2. Timeliness of task collection 3. The customize of the writing format **Assessment Techniques:** 1. **Assignment:** (Creating a Summary) 2. **Performance Assessment** (observation during discussion)	**Form of Learning:** Offline lectures **Method:** Discussion andpugasan **Media:** Print Media (Articles, References) and MediaPresentation **Experience:** 1. Carefully read lecture material through presentation media, reference books on consumer market analysis. 2. Read, observe, and review research articles 3. Presentation of research journal review results		Lecture: 2 x 50 minutes	**CONSUMER MARKET ANALYSIS** 1. Factors that play a role in consumer behavior: culture, social and psychology 2. Buy decision-making process Libraries: 1, 2.3	1

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
4	Sub Cpmk 2 Students are able to analyze the consumer market along with marketing concepts based on the marketing environment.	1. Students are able to study the concept of marketing. 2. Students are able to study marketing tasks. 3. Students are able to examine the company's orientation towards the market. 4. Students are able to study the value and satisfaction of customers 5. Students are able to understand how to attract attention and retesi customers	**Assessment criteria** 1. Accuracy in studying marketing concepts 2. Accuracy in studying agroproduction marketing tasks 3. Accuracy in reviewing the company's orientation to the market 4. Accuracy in reviewing customer value and satisfaction 5. Accuracy in understanding how to attract attention and retesi customers **AssessmentTechniques:** 1. **Performance Assessment** (Observation during discussion) 2. **Assignment** (Create a Summary	**Form ofLearning:** Offline lectures **Method:** Discussion andpugasan **Media:** Print Media (Articles, References) and MediaPresentation **Experience:** 1. Carefully read the lecture material through presentation media, reference books of marketing concept components 2. Find information and solve problems about marketing concepts		Lecture: 2 x 50 minutes Learn Self-sufficient: 2 x 60 minutes Self-employment: 2 x 60 minutes	**MARKETING CONCEPTS** 1. Marketing concepts 2. Marketing Tasks 3. The company's orientation to the market 4. Value and customer satisfaction 5. Attracting customer attention and retention Library : 1,2,3	2

| 5 | Sub Cpmk 2 Students are able to analyze the consumer market along with marketing concepts based on the marketing environment. | 1. Students are able to explain about the marketing environment. 2. Students are able to understand the modern SIP compi 3. Students are able to understand how to forecast and measure demand 4. Students are able to analyze needs and trends in the macro environment | **Assessment Criteria:** 1. Accuracy explains the environment. 2. Accuracy Understanding modern SIP compi 3. Accuracy Understanding Forecasting and demand measurement 4. Accuracy of understanding needs and trends in the macro environment

Assessment Techniques:

1. **Performance Assessment** (Observation of performances during discussions) 2. **Quiz** (Multiple-Choise) | **Form of Learning**: Offline lectures

Method: Ask answer and discussion

Media: Print Media (Articles, References) and MediaPresentation

Experience: 1. Read carefully lecture material through presentation media, reference books 2. Students listen, take notes, understand and ask questions. | | Lecture: 2 x 50 minutes | **MARKETING ENVIRONMENT** 1. Marketing environment 2. Modern SIP components 3. Forecasting and measuring demand 4. Analyze needs and trends in a macro environment

Library: 1,2,3 | 2 |

6	Sub cpmk 3 Students are able to explain marketing strategies and their analysis.	1. Students are able to study Segmentation, Targeting and Positioning Strategies. 2. Students are able to study the marketing mix (9P)	**Assessment Criteria:** 1. Accuracy in reviewing Segmentation, Targeting and Positioning Strategies 2. Accuracy in reviewing the marketing mix (9P) **Assessment Techniques:** 1. **Attitude Assessment** (Whengroup work is presenting and discussing) 2. **Performance Assessment** (Observation of performances during discussions	**Form of Learning:** Offline lectures **Method:** Problem based learning **Media**: MediaPresentation **Learning**Experience: 1. Look at and understand in general about market development strategies Looking at Segmentation Strategies, Targeting and Positioning and also Marketing Mix (7P) 2. Forming a group 3. Choose a topic of discussion 4. Presentation of group work		Lecture: 4 x 50 minutes Learn Self-sufficient: 4 x 60 minutes Self-employment: 4 x 60 minutes Practicum: 4x 170 minutes	**MARKETING DEVELOPMENT STRATEGY** 1. Segmentation, Targeting and Positioning Strategies a. Variables of consumer &business market segmentation b. The process of determining the target market c. Brand positioning 2. Marketing Mix (7P) a. Product b. Price c. Distribution d. Promotion e. Browse f. Process g. Physical Envidence Library : 1,2,3	10
7	Sub cpmk 3 Students are able to explain marketing strategies and their analysis.	1.Students are able to study product strategies.	**Assessment Criteria:** 1. Accuracy in reviewing product strategy. **Assessment Techniques:** 1.**Job Performance Assessment**	**Form of Learning:** Offline Lectures **Method:** Discussion and penugasa **Media:** Print Media (Articles,		Lecture: 2 x 50 minutes Practicum: 2x 170 minutes	**PRODUCT STRATEGY** 1. Desaign (design) 2. Technology (technology) 3. Usefulness (expediency)	10

			(Evaluate the exposure of other group presentation materials) 2. Attitude Assessment (During presentations and discussions)	References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students listen, take notes, understand and ask questions.			4. Convenience (convenience) 5. Value 6. Quality 7. Packaging 8. Branding (brand) 9. Acceccories (accessories) 10. Warranties (warranty) Libraries: 2	
	Middle Test							

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
8	Sub cpmk 3 Students are able to explain marketing strategies and their analysis.	1. Students are able to understand the role of brands. Brand equity model 2. Students are able to build brand equity 3. Students are able to understand	**Assessment Criteria:** 1. Accuracy in studying about understanding the role of brand brand equity models. 2. Accuracy in Building brand equity **Assessment Techniques:** 1. **Job Performance Assessment** (Evaluate the exposure of other group presentation materials) 2. Product rating 3. (Evaluating problem-solving results) 4. 2. Attitude Assessment (During presentation and discussion)	**Form of Learning**: Offline lectures **Method:** Discussion and assignment **Media:** Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students listen, take notes, understand and ask questions.		Lecture: 2 x 50 minutes	**CREATING BRAND EQUITY** 1. Brand role Brand equity model 2. Building brand equity Libraries: 3	3

| 9 | Sub cpmk 3 Students are able to explain marketing strategies and their analysis. | 1. Students are able to study the purpose of pricing. 2. Students are able to calculate Factor-2 that affect pricing | **Assessment Criteria:** 1. Accuracy in reviewing the purpose of pricing 2. Internal provisions that affect pricing **Assessment Techniques:** 1. **Job Performance Assessment** (Evaluate the exposure of other group presentation materials) 2. Product rating (Evaluating problem-solving results) 3. Attitude Assessment (During presentations and discussions) | **Form of Learning:** Offline lectures **Method:** Problem based learning and assignment **Media:** Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students review journals | | Lecture: 2 x 50 minutes Learn Self-sufficient: 2 x 60 minutes Self-employme nt: 2 x 60 minutes Practicum: 2 x 170 minutes | **PRICING STRATEGY** 1. Pricing Objectives trategy Pricing 2. Factors-2 that affect pricing Libraries: 4 | 10 |

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
10	Sub cpmk 3 Students are able to explain marketing strategies and their analysis.	1. Students are able to study the role and value of distribution channels. 2. Students are able to understand how to design distribution channels 3. Students are able to understand lintegrateddistribution channels	**Assessment Criteria:** 1. Accuracy in studying the role and value of distribution channels 2. Accuracy in understanding how to design distribution channels 3. Accuracy in lintegration of distribution channels **Assessment Techniques:** 1. **Job Performance Assessment** (Evaluate the exposure of other group presentation materials) 2. Attitude Assessment (During presentations and discussions)	**Form of Learning:** Offline lectures **Method:** Q&A and *Small Group Discussion* **Media:**Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students listen, take notes, understand and ask questions.		Lecture: 2 x 50 minutes Practicum: 2 x 170 minutes	**DISTRIBUTION STRATEGY** 1. Distribution channel value 2. Distribution channel role 3. Designing distribution channels 4. Instegration of distribution channels Library:1,2,3	4

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
11	Sub cpmk 3 Students are able to explain marketing strategies and their analysis.	1. Students are able to study promotional strategies.	**Assessment Criteria:** 1. Accuracy in reviewing about the promotion strategy **Assessment Techniques:** 1. **Job Performance Assessment** Evaluate the results of the design of the promotional strategy carried out. 2. Attitude Assessment (During presentations and discussions)	**Form of Learning:** Offline lectures **Method:** Q&A and *Small Group Discussion* **Media:** Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students listen, record, understand and listen.		Lecture: 2 x 50 minutes Practicum: 2 x 170 minutes	**PROMOTIONAL STRATEGY** 1. Special offers (special offers) 2. Advertising (advertising) 3. User n trials (trial) 4. Direct mailling 5. Leaflets/posters 6. Free gifts 7. Competitions 8. Joint ventures (joint ventures) Libraries: 6	3

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
12	Sub cpmk 4 Students are able to conduct analysis of the marketing environment and are able to understand the role of communication in marketing.	1. Students are able to study the Internal and External Environment of the Company 2. Mamapu students analyze the marketing environment using a swot matrix	**Assessment Criteria:** 1. Accuracy in reviewing the Company's Internal and External Environment 2. Accuracy in analyzing the marketing environment using the swot matrix **Assessment Techniques:** 1. **Job Performance Assessment** Attitude Assessment (During presentations and discussions)	**Form of Learning:** Offline lectures **Methods:** Problem based learning and assignment **Media:** Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully the lecture material through presentation media, reference books, 2. Students listen, take notes, understand and ask questions.		Lecture: 2 x 50 minutes Learn Self-sufficient: 2 x 60 minutes Self-employment: 2 x 60 minutes Practicum: 2 x 170 minutes	**MARKETING ENVIRONMENT ANALYSIS** 1. The Company's Internal and External Environment 2. Identifying the Company's Strengths and Weaknesses 3. Identifying External Environmental Opportunities and Threats 4. Preparing Marketing Development Strtaegi with SWOT analysis Libraries: 5	20

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
13	Sub cpmk 4 Students are able to conduct analysis of the marketing environment and are able to understand the role of communication in marketing as well as understand digital marketing.	Assessment indicator 1. Students are able to understand the role of marketing communication 2. Students are able to develop effective marketing channels 3. Students are able to understand the type of marketing communication	**Assessment Criteria:** 1. Ketetpatan dallam understand the role of marketing communication 2. Accuracy in Expanding marketing channels that effectf 3. Students are able to understand the type of marketing communication **Assessment Techniques:** 1. **Job Performance Assessment** 2. Attitude Assessment (During presentations and discussions)	**Form of Learning:** Offline lectures **Method**: Ask answer and Assignment **Media:** Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students listen, take notes, understand and ask questions.		Lecture: 2 x 50 minutes	**MARKETING COMMUNICATIONS** 1. Role of marketing communication 2. Develop effective marketing channels 3. Types of marketing communication	3

Week 1	Final Ability of Each Learning Stage (Sub CPMK)	Valuation		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
14	Sub cpmk 4 Students are able to conduct analysis of the marketing environment and are able to understand the role of communication in marketing as well as understand digital marketing. .	Assessment indicator 1. Students are able to understand the importance of digital marketing 2. Students are able to understand the 3 pillars of digital marketers 3. Students are able to understand the components and strategies of digital marketing	**Assessment Criteria:** 1. The people who understand the importance of digital marketing 2. Accuracy in understanding the 3 pillars of digital marketers 3. Students are able to understand the components and strategies of digital marketing **Assessment Techniques:** 1. **Job Performance Assessment** 2. Attitude Assessment (During presentations and discussions)	**Form of Learning:** Offline lectures **Method**: Ask answer and Assignment **Media:**Print Media (Articles, References) and MediaPresentation **Student learning experience:** 1. Read carefully lecture material through presentation media, reference books 2. Students listen, take notes, understand and ask questions.		Lecture: 2 x 50 minutes	**DIGITAL MARKETING** 1. Understanding and importance of digital pemasaran 2. 3 pillars of digital marketing 3. Digital marketing components and strategies	2

ASSESSMENT OF COURSE LEARNING ACHIEVEMENT (CP-MK)

Courses	Marketing Management
Semester	5 (Five)
Course Code	MKW 6017
Mk Master Lecturer	Ir.Sri Hindarti,M.Si.
Courses	Agribusiness
Faculty	Agriculture

ISLAMIC UNIVERSITY OF MALANG

2019

MATRIC ASSESSMENT OF LEARNING ACHIEVEMENT COURSES (CP-MK)

Subject : Marketing Management
Semester : 5 (Five)
Lecturer : Ir.Sri Hindarti,M.Si.
ProgramStudi : Agribusiness

Week 1	CPL	CPMK	Sub-CPMK	Indicators	Assessment Technique - Assessment Instrument- Weight (%)		Weight (%) Sub-CPMK	Student Grades (0-100)	Σ (Student Grade) X (Weights %)	CPL's ability to MK (%)
1,2	**ILO 10** Berperilaku in accordance with the code of ethics and professional responsibilities of Agribusiness Entrepreneurs including management and marketing, project management, acquisition, personnel management, control ILO 2 Knowing and understanding the rules / principles of Agribusiness, social sciences, economics, and agricultural engineering as the foundation of innovative Agribusiness disciplines	CPMK 1 Students are able to explain the concepts, theories, foundations of marketing management used to create and deliver superior customer value.	Sub cpmk 1 Students are able to explain the Understanding &Importance of Marketing Management as well as the Concept of Maintaining Relationships With Customers	Indicators: 1. Students are able to understand the Understanding and Linkup Space of Marketing Management 2. Students are able to study the importance of learning marketing management. 3. Students are able to understand the Understanding & Importance of Marketing Management 4. Students are able to understand the Concept of Maintaining Relationships With Customers **Assessment Criteria:** 1. Determination and suitability of the selection of task material 2. Timeliness of task collection 3. The customize of the writing format 4. Determination and suitability of the selection of task material 5. Timeliness of task collection 6. The customize of the writing format	**Assessment Techniques:** 1. Performance Assessment (Observation of performances during discussions) 2. Quiz (Multiple-Choise) Assessment Instruments: 1. Rubric of job performance assessment 2. Quiz questions	15 15	30	81,40	24,5	81%

| 3,4,5 | ILO 1
Able to accept and respond to problems regarding entrepteunership, agribusiness, and *green food* dengfullof responsibility.

ILO 8
Able to solve problems, topics, and processes related to Agribusiness *Entrepreneurs* according to concepts and strategies to solve problems | CPMK 2
Students are able to identify important issues related to the planning, implementation and evaluation of marketing strategies. | Sub Cpmk 2
Students are able to analyze the consumer market along with marketing concepts based on the marketing environment | Indicators:
1. Students are able to understand the factors that play a role in consumer behavior.
2. Students are able to understand the bell decision-making process
3. Students are able to study the concept of marketing.
4. Students are able to study marketing tasks.
5. Students are able to examine the company's orientation towards the market.
6. Students are able to study the value and satisfaction of customers
7. Students are able to understand how to attract attention and retesi customers
8. Students are able to explain about the marketing environment.
9. Students are able to understand the modern SIP compi
10. Students are able to understand how to forecast and measure demand
11. Students are able to analyze needs and trends in the macro environment

Assessment Criteria:
1. Determination and suitability of the selection of task material
2. Timeliness of task collection
3. The customize of the writing format
4. Accuracy in studying marketing concepts
5. Accuracy in studying agroproduction marketing tasks | Assessment Techniques:
1. Assignment: (Creating a Summary)
2. Performance Assessment (observation during discussion)

Assessment Instruments:
1. Rubric of job performance assessment
2. Assignment assessment rubric | 3

2 | 5 | 81,40 | 4,09 | 81% |

				6. Accuracy in reviewing the company's orientation to the market						
				7. Accuracy in reviewing customer value and satisfaction						
				8. Accuracy in understanding how to attract attention and retesi customers						
				9. Accuracy explains the environment.						
				10. Accuracy Understanding modern SIP compi						
				11. Accuracy Understanding Forecasting and demand measurement						
				12. Accuracy of understanding needs and trends in the macro environment						

7,8,9,10,11,12	ILO 6 Able to plan, conduct and evaluate projects that are in accordance with techniques, methods, limitations, and interpret data and then draw conclusions.	CPMK 3 Students are able to develop the ability to detect marketing problems faced by companies / organizations and their causative factors and analyze the problem to be able to recommend the right solution.	Sub cpmk 3 Students are able to explain marketing strategies and their analysis.	Indicators: ...	Assessment Techniques: ...					

Indicators:
1. Students are able to study Segmentation, Targeting and Positioning Strategies.
2. Students Are Able to Study the Marketing Mix (7P)
3. Students are able to study product strategies.
4. Students are able to understand the role of brand equity models
5. Students are able to build brand equity
6. Students are able to understand
7. Students are able to study the purpose of pricing.
8. Students are able to calculate Factor-2 that affect pricing
9. **Students are able to study the role and value of distribution channels.**
10. Students are able to understand how to design distribution channels
11. Students are able to understand Iintegrateddistribution channels
12. Students are able to study promotional strategies.

Assessment Criteria:
1. Accuracy in reviewing Segmentation, Targeting and Positioning Strategies
2. Accuracy in reviewing the marketing mix (7P)
3. Accuracy in reviewing product strategies
4. Accuracy in studying about understanding the role of brand brand equity models.
5. Accuracy in Building brand equity
6. Accuracy in reviewing the purpose of pricing
7. Internal provisions that affect pricing
8. Accuracy in studying the role and value of distribution channels
9. Accuracy in understanding how to design distribution

Assessment Techniques:
1. Attitude Assessment (Whengroup work is presenting and discussing)
2. Performance Assessment (Observation of performances during discussions
3. Product rating
4. (Evaluating problem-solving results)
5. Evaluate the results of the design of the promotional strategy carried out.

Assessment Instruction:
1. Rubric of job performance assessment
2. Rubric attitude assessment

Numeric columns: 8, 8, 8, 8, 8 | 40 | 81,40 | 81,94 | 81%

				channels						
				10. Accuracy in Iintegration of distribution channels **11.** Accuracy in reviewing about the promotion strategy						
13,14	ILO 2 Knowing and understanding the rules / principles of Agribusiness, social sciences, economics, and agricultural engineering as the foundation of innovative Agribusiness disciplines ILO 6 Able to plan, conduct and evaluate projects that are in accordance with techniques, methods, limitations, and interpret data and then draw conclusions.	CPMK 4 Students are able to develop the ability to detect marketing problems faced by companies / organizations and their causative factors and analyze the problem to be able to recommend the right solution.	Sub cpmk 4 Students are able to conduct analysis of the marketing environment and are able to understand the role of communication in marketing.	Indicators: 1. Students are able to study the Internal and External Environment of the Company 2. Mamapu students analyze the marketing environment using a swot matrix 3. Students are able to understand the role of marketing communication 4. Students are able to develop effective marketing channels 5. Students are able to understand the type of marketing communication Assessment Criteria: 1. Accuracy in reviewing the Company's Internal and External Environment 2. Accuracy in analyzing the marketing environment using the swot matrix 3. Ketetpatan dallam understand the role of marketing communication 4. Accuracy in Expanding marketing channels that effectf 5. Students are able to understand the type of marketing communication	**Assessment Techniques:** 1. (Evaluate the exposure of other group presentation materials) 2. Attitude Assessment (During presentations and discussions Assessment Instruction: 1. Project assessment rubric 2. Rubric of job performance assessment	12,5 12,5	25	81,40	20,4	81%

MATRIC RECAP FINAL GRADE STUDENTS

MATRIK REKAP NILAI AKHIR MAHASISWA

SUB-CPMK/BOBOT (NILAI HARIAN)

No.	NPM	NAMA	1 (30%)		2 (5%)		3 (40%)		4 (25%)		NILAI HARIAN Skala 4	NILAI HARIAN Skala 100	UTS	UAS	angka	HURUF
1	21701032002	WIDYATI	3	0,9	3	0,15	3	1,2	3	0,75	3	76,5	70	65	69,75	B
2	21701032003	RISKI DWI ELVIANTI	3	0,9	3	0,15	3	1,2	3	0,75	3	78	70	70	72	B
3	21701032004	FIDELINO CARVALHO	4	1,2	4	0,2	4	1,6	4	1	4	78	80	80	79,5	A
4	21701032006	JA`FAR ABDURRAHMAN	3	0,9	3	0,15	3	1,2	3	0,75	3	78	70	72	72,75	B
5	21701032007	MOH. NANDA AL AZIZ	3	0,9	3	0,15	3	1,2	3	0,75	3	78	65	70	70,125	B
6	21701032008	FIQRI ICHSAN TAWAQAL	0	0	0	0	0	0	0	0	0	21,25	0	0	5,3125	E
7	21701032009	NOVIA KRISTIANINGSIH	4	1,2	4	0,2	4	1,6	4	1	4	78	80	80	79,5	A
8	21701032012	SUPARDI	3	0,9	3	0,15	3	1,2	3	0,75	3	79,75	84	90	85,1875	B
9	21701032013	MUHAMMAD SHOLAHUDDIN F	3	0,9	3	0,15	3	1,2	3	0,75	3	78	70	65	70,125	B
10	21701032016	BADRULLAH	4	1,2	4	0,2	4	1,6	4	1	4	79,75	85	85	83,6875	A
11	21701032017	DODIK EKA PRASETYO	3	0,9	3	0,15	3	1,2	3	0,75	3	79,75	70	70	72,4375	B
12	21701032018	NADIA MISBAKHUL KHOIRO	3	0,9	3	0,15	3	1,2	3	0,75	3	90	60	70	71,25	B
13	21701032019	NUR CHAMILA	4	1,2	4	0,2	4	1,6	4	1	4	78	80	90	83,25	A
14	21701032020	AISYAH RAMADHANI	4	1,2	4	0,2	4	1,6	4	1	4	78	84	80	81	A
15	21701032021	JOHAN BUAMONA BOT	3	0,9	3	0,15	3	1,2	3	0,75	3	79,75	60	75	70,5625	B
16	21701032023	NUR CHOLIS	4	1,2	4	0,2	4	1,6	4	1	4	90	80	80	82,5	A
17	21701032024	DEFI WIDIYASARI	4	1,2	4	0,2	4	1,6	4	1	4	88,25	80	75	80,1875	A
18	21701032025	FEBI NUR FITRIANA	4	1,2	4	0,2	4	1,6	4	1	4	88,25	75	80	80,1875	A
19	21701032026	MOHAMMAT ISBATUL CHOIR	4	1,2	4	0,2	4	1,6	4	1	4	79,75	80	80	79,9375	A
20	21701032027	IZZA NAILATUL IFAZAH	4	1,2	4	0,2	4	1,6	4	1	4	79,75	80	83	81,0625	A
21	21701032028	AHMAD NASRUL MAHASIN	3	0,9	3	0,15	3	1,2	3	0,75	3	87,5	60	70	70,625	B
22	21701032029	DWI INDRAWAN	1	0,3	1	0,05	1	0,4	1	0,25	1	59,5	50	50	52,375	D
23	21701032030	DAVID PRASETYO ADI CAH	3	0,9	3	0,15	3	1,2	3	0,75	3	21,25	90	90	72,8125	B
24	21701032031	ERWINUL MAKKI	3	0,9	3	0,15	3	1,2	3	0,75	3	88,25	60	80	74,5625	B
25	21701032032	AHMAD SHALIHUDDIN	3	0,9	3	0,15	3	1,2	3	0,75	3	79,75	60	60	64,9375	B
26	21701032033	FATHUR ROHMAN	3	0,9	3	0,15	3	1,2	3	0,75	3	54,5	60	90	69,875	B
27	21701032034	NEVA LIS SAFITRI	4	1,2	4	0,2	4	1,6	4	1	4	90	70	90	82,5	A
28	21701032035	AFRIANSYAH	3	0,9	3	0,15	3	1,2	3	0,75	3	79,75	70	85	78,0625	B
29	21701032036	SATRIA HIDAYAT	4	1,2	4	0,2	4	1,6	4	1	4	87,5	70	88	81,125	A
30	21701032038	ADE SUKMA PANEMUAN	4	1,2	4	0,2	4	1,6	4	1	4	80	75	90	81,875	A
31	21701032040	SACICO DESI ANDRIANI	4	1,2	4	0,2	4	1,6	4	1	4	86	80	80	81,5	A
32	21701032041	MUCHAMMAD RIDWAN ABDUL	3	0,9	3	0,15	3	1,2	3	0,75	3	80	55	80	70,625	B
33	21701032042	LAILA NUR HAFIIDHA	3	0,9	3	0,15	3	1,2	3	0,75	3	78,5	50	90	72,125	B
34	21701032043	SYAMSUL MA`ARIF	4	1,2	4	0,2	4	1,6	4	1	4	87,5	70	90	81,875	A
35	21701032059	AHMAD AL FARABBI	3	0,9	3	0,15	3	1,2	3	0,75	3	82	60	80	73	B
36	21701032073	FANDY	3	0,9	3	0,15	3	1,2	3	0,75	3	86	65	70	72,125	B
rata rata			3,277778	0,983333	3,277778	0,163889	3,277778	1,311111	3,277778	0,819444						
konversi			81,94444	24,58333	81,94444	4,097222	81,94444	32,77778	81,94444	20,48611						

Prosentase Nilai Mahasiswa A	44,44444 %
Prosentase Nilai Mahasiswa B	50 %
Prosentase Nilai Mahasiswa C	0 %
Prosentase Nilai Mahasiswa D	2,777778 %
Prosentase Nilai Mahasiswa E	2,777778 %
Nilai mahasiswa lulus	97,22222 %
Nilai Mahasiswa tidak lulus	2,777778

NOTE: THIS END VALUE IS IN ACCORDANCE WITH THE FINAL VALUE IN SISFO

Information:

* : Student Daily Score = Σ Student Score (which has been multiplied by the weight of each sub-CPMK)

** : Final Grade of Course = ((3 x Average Daily Value) + (2 x UTS Value) + (3 x UAS Value)/8