

Name: Marketing Management					
Module/course code: IAB61009	Student workload: 510 Minutes/Week	Credits (ECTS): 4.53 ECTS	Semester 2	Frequency Odd Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/ Response		Contact hours: 150 minutes/week	Independent study: 360 minutes/week	Class size X students: 30 Students	
1	Prerequisites for participation -				
2	Learning outcomes <ol style="list-style-type: none"> 1. Understand theories and concepts related to marketing 2. Able to determine the role of marketing and explain the relationship between customer value, satisfaction, productivity, and quality. 3. Understand how to develop effective marketing strategies that emphasize the exchange of value between suppliers and their customers. 				
3	Description: Marketing strategy course is an elective course at Brawijaya University which emphasizes explanation and discussion of marketing concepts, principles, and theories to students.				
4	Teaching methods: Lectures, Discussions, and Group Works.				
5	Assessment methods: Task, Mid-Term Exam, Final-Term Exam, and Quiz.				
6	Other information e.g. bibliographical references: Main Refences: <ol style="list-style-type: none"> 1. Kotler dan Armstrong. 2008. Prinsip-prinsip Pemasaran. Jilid 1 dan 2. Edisi 12. Jakarta: Erlangga. 2. Kotler dan Armstrong, Yudhi. 2008, "Kualitas Produk, Merek dan Desain Pengaruhnya Terhadap Keputusan Pembelia Sepeda Motor Yamaha Mio", Jurnal EMBA. Vol. 1, No. 3, Juni Kotler dan Keller. 2009. Manajemen Pemasaran. Jilid I. Edisi ke 13. Jakarta: Erlangga Supporting Referesnce: <ol style="list-style-type: none"> 1. Peter, J. Paul dan Jerry C. Olson. 2000. Consumer Behavior. Perilaku konsumen dan Strategi Pemasaran Jilid 2. Edisi 4. Jakarta: Erlangga. 2. Schiffman dan Kanuk, Amelia. 2004. "Analisa Marketing Mix, Lingkungan Sosial, Psikologi Terhadap Keputusan Pembelian Online Pakaian Wanita". Jurnal Manajemen Pemasaran Petra. Vol. 1, No. 2. 65 3. Schiffman dan Kanuk. 2008. Perilaku konsumen. Edisi 7. Jakarta: Indeks Shimp, Terence A. 2003. Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu Edisi 5 Jilid 1. Jakarta: Erlangga. 				