



**COURSE OUTLINE
and
SET OF COURSE**

Course : MARKETING MANAGEMENT

Code/credits : EM 355 / 3 SKS

**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
DIPONEGORO UNIVERSITY
SEMARANG**

AN OUTLINE OF TEACHING PROGRAM

COURSE : MARKETING MANAGEMENT

Code / Credit : EM 355 / 3 credit

Brief Description : the course discuss marketing concept,study approach, various aspect of marketing variable policy in corporation

General Intructional : After completing the course student will be able to explain and analysis various concept relevant with

Objectives (GIO) marketing management

No	Special Instructional Objectives	Main Theme	Sub-theme	Est. time	References
1.	After completing the course, studetns should be able to explain the base concept marketing management and function in marketing management	Basic concept of marketing management	<ul style="list-style-type: none"> a. Scope b. Marketing management c. Importing of marketing management d. Marketing studies development e. Studies marketing approach f. Various function in marketing. 	150 minute	<ul style="list-style-type: none"> A. Basu Swastha DH Prof Dr MBA, (1996)Basic Of Marketing,Cp 1 ,Third Edition,Liberty, Yogyakarta B. Phillip Kotler& Garry Amstrong (2003),Principles of Marketing,seventh Edition,Prentice Hall Inc. C. William J Stanton (1984),Fundamentals of Marketing, seventh Edition, Mc Graw Hill Inc.
2.	After completing the course, students should be able to explain the macro and micro scope in marketing.	Scope of marketing	<ul style="list-style-type: none"> a. MicroScopeProduct,Price, Distribute,Promotion b. Macro Scope : Economy condition,rule of govermant c. Role of Suplier 	150 minute	<ul style="list-style-type: none"> A. Cp 3 B. Cp 3 C.Cp2

3.	After completing the course, students should be able to explain segment, product positioning and target market	Market segment, Target market and Product positioning	<ul style="list-style-type: none"> a. Segmenting understanding b. Segmenting Criteria c. Target market: Undifferentiated, differentiated and concentrated marketing d. Product Positioning Understanding 	150 minute	<ul style="list-style-type: none"> A. Cp 4 B. Cp 8 C. Cp 4
4.	After completing the course, students should be able to explain attribute, various, product line, Product life cycles.	Product Policy	<ul style="list-style-type: none"> a. Product understanding b. Various Of product c. Product line d. Product life cycles Strate 	150 minute	<ul style="list-style-type: none"> A. Cp 6 , 7 B. Cp 9 C. Cp 8
5.	After completing the course, students should be able to explain more size and reduce size product, product differentiation, product diversification and innovation product.	Product development strategy	<ul style="list-style-type: none"> a. The Five Threat Attractiveness b. Product sizing c. Reduce of size product. d. Market Entry e. Differentiation, diversification and Innovation product. 	150 minute	<ul style="list-style-type: none"> A. Cp 8 B. Cp 9 C. Cp 9 , 10
6	After completing the course, students should be able to explain background, understanding, price decision methods	Price Policy	<ul style="list-style-type: none"> a. Price understanding b. Price decision background c. Price decision methods 		<ul style="list-style-type: none"> A. Cp 9 B. Cp.11 C. Cp 11
7	After completing the course, students should be able to explain the many price decision methods	Price decision development strategy	<ul style="list-style-type: none"> a. Cost basic b. Break Even c. Average value d. Competitive Base Pricing 	150 minute	<ul style="list-style-type: none"> A. Cp.10, 11 B. Cp. 11, 12 C. Cp. 12, 13

8.	After completing the course, students should be able to explain Importanting and many choices of channel distribution	Distribution Policy	<ul style="list-style-type: none"> a. Understanding of Channel distribution b. Importanting of channel distribution c. Choises of channel distribution methods 	150 minute	<ul style="list-style-type: none"> A. Cp 12 B. Cp 13
9.	After completing the course, students should be able to explain many whole seller and retailer in the operation	Wholle selling and retailing	<ul style="list-style-type: none"> a. Various of Wholeseller b. License ,Franchise, Joint venture in business c. Departement Store,Direct Selling , M L M 	150 minute	<ul style="list-style-type: none"> A. Cp. 12 , 13 B. Cp. 14 C. Cp. 14 , 15
10.	After completing the course, students should be able to explain promotionand many various and how communicate to customer/ society	Promotion and Marketing Comu- nication	<ul style="list-style-type: none"> a. Promotion importanting b. Various of promotion c. Promotion Mix d. Promotion variable e. Marketing communication to Capture customers 	150 minute	<ul style="list-style-type: none"> A. Cp. 16 B. Cp. 15 C. Cp. 18
11	After completing the course, students should be able to explain personal selling and advertising importanting so a- Plied in marketing	Personal selling and advertising	<ul style="list-style-type: none"> a. Personal selling b. Strenght and weakness c. Applied method d. Advertising e. Strenghtness and weakness f. A good advertising measure 	150 minute	<ul style="list-style-type: none"> A. Cp. 19 , 20 B. Cp. 7, 16, 17 C. Cp. 19, 20
12	After completing the course, students should be able to explain the role of sales promotion and public relation To suport others promotion variable.	Sales promotion and Public relation	<ul style="list-style-type: none"> a. Sales promotion importan ting. b. Sales Promotion as suport variables c. Importanting Public rela - tion 		<ul style="list-style-type: none"> A. Cp. 19, 20 B. Cp. 16 C. Cp. 20

			d. The two of aim Public relation internal and external		
13.	After completing the course, students should be able to explain Marketing of services	Marketing of services	a. Services of understanding b. Services Characteristic	150 minute	A. Cp. 23,24 B. Cp. 20 C. Cp. 21,22
14.	After completing the course, students should be able to explain International marketing	International marketing	a. Importanting of international marketing b. Multinational corporated c. Role of associated in international marketing	150 minute	A. Cp. 25 B. Cp. 20 C. Cp. 23

SET OF COURSE

COURSE TITLE : MARKETING MANAGEMENT
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 1

1. OBJECTIVE

a. GENERAL OBJECTIVE (GO)

After following this course, students are explain basic understanding of marketing management

b. SPECIFIC OBJECTIVE (SO)

After following this course, students are explain :

- a. Basic concept marketing management and Functions in marketing management.

2. MAIN TOPIC

Basic concept marketing management

3. SUB TOPIC

- Scope
- Marketing management understanding
- Importanting of marketing management
- Concept and studi approach of marketing
- Marketing Functions

4. COURSE ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	1. Explaining the marketing management range of course 2. Explaining the benefit marketing management of course 3. Explaining the competency of GO and SO	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	1. Scope of marketing management 2. Marketing management understanding 3. Concept and studi approach marketing	attention and discussion	LCD, Whiteboard
Summary	1. Summarizing the material 2. Giving questions	Pay attention and discussion	LCD, Whiteboard

	3. Giving general description for upcoming course		
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5. EVALUATION

Giving questions or case study for small groups discussion and class discussion to evaluate understandability of student concerning the course material.

6. REQUIRED REFERENCES

1. Basu Swastha Prof Dr MBA “ Azas-Azas Marketing”
Third Edition, Liberty Yogyakarta, (1996). Cp.1
2. Phillip Kotler , Garry Amstrong (2003) “ Principles of Marketing, seventh Edition, Prentice Hall Inc Cp.1
3. William J Stanton, (1984), Fundamental Of Marketing, Seventh Edition , Mc Graw Hill Inc. Cp. 1

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 2

1. OBJECTIVE

b. GENERAL OBJECTIVE (GO)

After following this course, students are explain marketing Environment.

c. SPECIFIC OBJECTIVE (SO)

After following this course, students are explain micro and macro environment
In marketing..

2. MAIN TOPIC

The marketing environment.

3. SUB TOPIC

The basic of profit control.

4. COURSE ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	1. Explaining the competency of GO and SO 2. Giving question related to the material of marketing Environment	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	1. Explaining the basic micro and macro environment	Pay attention and discussion	LCD, Whiteboard
Summary	1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course	Pay attention and discussion	LCD, Whiteboard

5. EVALUATION

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

6. REQUIRED REFERENCES

1. A. Cp.3
2. B. Cp.3
3. C Cp.2

SET OF COURSE

COURSE TITLE : Marketing management
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 3

1. OBJECTIVE

a. GENERAL OBJECTIVE (GO)

After following this course, students are expected to understand Segmenting, Targeting and Positioning

b. SPECIFIC OBJECTIVE (SO)

After following this course, students are explain sement, Target market and positioning methods

2. MAIN TOPIC

Segmenting, Targeting and Positioning

3. SUB TOPIC

- Segmentation, criteria segment
- Target market : Undifferentiated, Differentiated, Concentrated
- Importanting of Product positioning

4. COURSES ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	1. Explaining the competency of GO and SO 2. Giving question related to the material of previous week	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	1. Explaining segmenting, Targeting, positioning	Pay attention and discussion	LCD, Whiteboard
Summary	1. Summarizing the material 2. Giving questions 3. Giving general description for up-coming course	Pay attention and discussion	LCD, Whiteboard

5. EVALUATION

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

6. REQUIRED REFERENCES

1. A. Cp 4
2. B. Cp 8
3. C. Cp.4

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 4

1. OBJECTIVE

a. GENERAL OBJECTIVE (GO)

After following this course, students are expected to understand Product Policy.

b. SPECIFIC OBJECTIVE (SO)

After following this course, students understand Attribute, Various, Product Line And product Life Cycles

2. MAIN TOPIC

The Applied product Policy

3. SUB TOPIC

- The understanding of Product
- Various of Product
- Product Line and Product Life Cycles Strategy

4. COURSE ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO2. Giving question related to the material of previous week	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	<ol style="list-style-type: none">1. Explaining the implementation of Product Policy2. Explaining Product Life Cycles strategy	Pay attention and discussion	LCD, Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material2. Giving questions3. Giving general description for up-coming course	Pay attention and discussion	LCD, Whiteboard

5. EVALUATION

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

6. REQUIRED REFERENCES

1. A. Cp 6, 7
2. B. Cp. 9
3. C. Cp. 8

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 5

1. OBJECTIVE

a. GENERAL OBJECTIVE (GO)

After following this course, students are expected to understand Product Development Strategy

b. SPECIFIC OBJECTIVE (SO)

After following this course, students understand more . reduce of sizing Defferentiation,deversificationand inovation product.

2. MAIN TOPIC

The implementation of comprehensive Product development strategy

3. SUB TOPIC

- The implementation The five threat Attractiveness
- Deversification,defferentiation and inovation product.

4. TEACHING ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO2. Giving question related to the material of previous week	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	<ol style="list-style-type: none">1. Explaining the implementation of more and reduce product2. Explaining deversification defferentiation and inovation	Pay attention and discussion	LCD, Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material2. Giving questions3. Giving general description for up-coming course	Pay attention and discussion	LCD, Whiteboard

5. EVALUATION

Giving questions or case study for small groups dicussion and class discussion to evaluate the understandability of students concerning the course material.

6. REQUIRED REFERENCES

1. A. Cp 8
2. B. Cp. 9
3. C. Cp. 9, 10

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 6

1. OBJECTIVE

a. GENERAL OBJECTIVE (GO)

After following this course, students are expected to understand Price Policy

b. SPECIFIC OBJECTIVE (SO)

After following this course, students understand Background and Price Decision Methods

2. MAIN TOPIC

Price Policy.

3. SUB TOPIC

- Price means
- Background Price decision
- Price decision methods

4. COURSE ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO2. Giving question related to the material of previous week	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	<ol style="list-style-type: none">1. Explaining the meaning of price decision2. Explaining the method of price decision	Pay attention and discussion	LCD, Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material2. Giving questions3. Giving general description for up-coming course	Pay attention and discussion	LCD, Whiteboard

5. EVALUATION

Giving questions or case study for small groups discussion and class discussion to evaluate the understandability of students concerning the course material.

6. REQUIRED REFERENCES

1. A. Cp. 9
2. B. Cp. 11
3. C. Cp. 11

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE/CREDIT : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 7

1. OBJECTIVE

a. GENERAL OBJECTIVE (GO)

After following this course, students are expected to understand Price decision development strategy.

b. SPECIFIC OBJECTIVE (SO)

After following this course, students understand many price decision methods

2. MAIN TOPIC

Price Decision Development Strategy.

3. SUB TOPIC

- Cost Basic
- Break Even Point
- Average Value
- Cost Base Pricing Methods

4. COURSE ACTIVITIES

Phase	Teaching Activities	Student Activities	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO2. Giving question related to the material of previous week.	<ul style="list-style-type: none">• Pay attention• Ask question	LCD, Whiteboard
Content	<ol style="list-style-type: none">1. Explaining calculate of selling price2. Explain many selling price methods.	Pay attention and discussion	LCD, Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material2. Giving questions3. Giving general description for	Pay attention and discussion	LCD, Whiteboard

	up-coming course		
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5. EVALUATION

Giving questions or case study for small groups dicussion and class discussion to evaluate the understandability of students concerning the course material.

6. REQUIRED REFERENCES

1. A. Cp 10 , 11
2. B. Cp. 11 , 12
3. C. Cp. 12 , 13

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 8

1. OBJECTIVES

1. General Objectives

After following this course, students are expected to understand the Distribution Policy

2. Specific Objectives

After taking this topic, student are explain importenting many choices of channell distribution methods

2. MAIN TOPIC:

Distribution Policy

3. SUB TOPIC:

- The meaning of channel distribution
- The Choices of channel distribution methods

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	1. Explaining the competency of GO and SO 2. Giving questions regarding last week's material.	<ul style="list-style-type: none">• Pay attention• Ask questions	LCD Whiteboard
Content	1. Explaining channel distribution 2. Explaining choices channel distribution methods	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	1. Summarizing material that had been given. 2. Giving questions. 3. Giving general descriptions for up-coming course.	Pay attention combine with questions and answer.	LCD Whiteboard

5. EVALUATION

Giving questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

6. REFERENCES

1. A. Cp. 12 and 2. B. Cp.13

SET OF COURSE

COURSE TITLE : Marketing Management
 COURSE CODE : EM 355 ,
 CREDIT HOURS : 3 x 60 minutes
 NUMBER OF MEETING : 9

1. OBJECTIVES

1. General Objectives
 After following this course, students are expected to understand the Wholeselling and Retailing
2. Specific Objectives
 After taking this topic, students understand the wholeseller and Retailer to Operate

2. MAIN TOPIC:

Whole seller and Retailer.

3. SUB TOPIC:

- The Various of wholeseller
- License, Franchise, Joint venture
- Departement Store, Direct Selling and MLM

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	<ol style="list-style-type: none"> 1. Explaining the competency of GO and SO 2. Giving questions regarding last week's material. 	<ul style="list-style-type: none"> • Pay attention • Ask questions 	LCD Whiteboard
Content	1. Explaining Various wholeseller and retailer to operate	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	<ol style="list-style-type: none"> 1. Summarizing the material that had been given. 2. Giving questions 3. Giving general descriptions for up-coming course. 	Pay attention combine with questions and answer.	LCD Whiteboard

4. EVALUATION

Give questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

5. REFERENCES

1. A. Cp. 12 , 13
2. B. Cp. 14 3. C. 14, 15

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 10

1. OBJECTIVES

1. General Objectives
After following this course, students are expected to understand the Promotion and Marketing Communication
2. Specific Objectives
After taking this topic, students understands the meaning of promotion and various it so to comucated with the customer

2. MAIN TOPIC:

Promotion and Marketing Communication

3. SUB TOPIC:

- Importanting of promotion
- The Various of Promotion
- Promotion Mix
- Marketing Communication To Capture customer

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO2. Giving questions regarding last week's material.	<ul style="list-style-type: none">• Pay attention• Ask questions	LCD Whiteboard
Content	<ol style="list-style-type: none">1. Explaining meaning of promotion,promotion mix2. Explaining marketing communication	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material that had been given.2. Giving questions3. Giving general descriptions for up-coming course.	Pay attention combine with questions and answer.	LCD Whiteboard

5. EVALUATION

Give questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

6. REFERENCES

1. A. Cp. 16
2. B. Cp. 15
3. C. Cp. 18

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 11

1. OBJECTIVES

1. General Objectives

After following this course, students are expected to understand the Personal Selling and Advertising

2. Specific Objectives

After taking this topic, students understand the meaning of personal selling and advertising so they can apply it in marketing

2. MAIN TOPIC:

Personal selling and Advertising

3. SUB TOPIC:

- Important aspects of personal selling ; Strengths and weaknesses
- Important aspects of Advertising
- The good of advertising measure

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO.2. Giving questions regarding last week's material.	<ul style="list-style-type: none">• Pay attention• Ask questions	LCD Whiteboard
Content	<ol style="list-style-type: none">1. Explaining Personal selling2. Explaining advertising and reached society3. Explaining the implementation of profit plan.	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material that had been given.2. Giving questions3. Giving general	Pay attention combine with questions and answer.	LCD Whiteboard

	descriptions for up-coming course.		
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5. EVALUATION

Give questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

6. REFERENCES

1. A. Cp. 19, 20.
2. B. Cp. 7, 16 17
3. C. Cp. 19, 20

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 12

1. OBJECTIVES

1. General Objectives

After following this course, students are understand sales promotion and Public Relation

2. Specific Objectives

After taking this topic, students are explain role of sales promotion and Public relation suported others promotion variables.

2. MAIN TOPIC:

Sales Promotion and Public Relation

3. SUB TOPIC:

- The meaning of sales promotion
- Sales promotion as suport variables
- Importanting of Public relation
- The two aim of P R ; internal and external

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	3. Explaining the competency of GO and SO. 3. Giving questions regarding last week's material.	<ul style="list-style-type: none">• Pay attention• Ask questions	LCD Whiteboard
Content	1. Explaining sales promotion, Public relation 2. Explaining two Aim internal and external in Public relation.	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	1. Summarizing the material that had been given. 2. Giving questions 3. Giving general descriptions for up-coming course.	Pay attention combine with questions and answer.	LCD Whiteboard

5. EVALUATION

Give questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

6. REFERENCES

1. A. Cp. 19, 20
2. B. Cp. 16
3. C. Cp. 20

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 13

1. OBJECTIVES

1. General Objectives

After following this course, students are expected to understand Services marketing

2. Specific Objectives

After taking this topic, students understands Characteristic marketing of services

2. MAIN TOPIC:

Marketing a part of services

3. SUB TOPIC:

- Defination of marketing services
- Charaterictic services
- Services hold

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	1. Explaining the competency of GO and SO. 2. Giving questions regarding last week's material.	<ul style="list-style-type: none">• Pay attention• Ask questions	LCD Whiteboard
Content	1. Explaining the defination of marketing services 2.Explaining character istic services	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	1. Summarizing the material that had been given. 2. Giving questions 3. Giving general descriptions for up-coming course.	Pay attention combine with questions and answer.	LCD Whiteboard

5. EVALUATION

Give questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

6. REFERENCES

1. A. Cp 23 , 24
2. B. Cp. 20
3. C. Cp. 21, 22

SET OF COURSE

COURSE TITLE : Marketing Management
COURSE CODE : EM 355
CREDIT HOURS : 3 x 60 minutes
NUMBER OF MEETING : 14

1. OBJECTIVES

1. General Objectives

After following this course, students are expected to understand the International marketing

2. Specific Objectives

After taking this topic, students are explain peranan international marketing or multi national corporation

2. MAIN TOPIC:

International marketing

3. SUB TOPIC:

- Definition of multinational corporation
- The role of Associated in MNC

4. COURSE ACTIVITY

Phase	Teaching Activity	Student Activity	Media
Introduction	<ol style="list-style-type: none">1. Explaining the competency of GO and SO.2. Giving questions regarding last week's material.	<ul style="list-style-type: none">• Pay attention• Ask questions	LCD Whiteboard
Content	<ol style="list-style-type: none">1. Explaining the MNC2. Explaining The Role Of Associated in MNC	Pay attention combine with questions and answer.	LCD Whiteboard
Summary	<ol style="list-style-type: none">1. Summarizing the material that had been given.2. Giving questions3. Giving general descriptions for upcoming course.	Pay attention combine with questions and answer.	LCD Whiteboard

5. EVALUATION

Give questions or case study to be discussed in small groups and in general discussion to evaluate the student level of understanding upon the material.

6. REFERENCES

1. A. Cp. 25
2. B. Cp. 21
3. Cp. 23