





Rencana Pembelajaran Semester (RPS)

		UNIVERSITAS ALMUSLIM FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS			Kode Dokumen: RPS 21		
RENCANA PEMBELAJARAN SEMESTER							
MATA KULIAH (MK)		KODE	Rumpun MK	Bobot (SKS)		Semester	Tgl Penyusunan
English for Business		ENG 4226		T=1	P=1		25 Februari 2023
OTORISASI/PENGESAHAN		Dosen Pengembang RPS		Koordinator RMK		Ka PRODI	
		 Misnawati, M.Pd., CIIQA		 Misnawati, M.Pd., CIIQA		 (Dr. Silvi Listia Dewi, M.Pd)	
Capaian Pembelajaran	CPL-PRODI yang Dibebankan pada MK						
	CPL1 (S9)		Menunjukkan sikap bertanggungjawab atas pekerjaan di bidang keahliannya secara mandiri;				
	CPL5 (S10)		Menginternalisasi semangat kemandirian, kejuangan, dan kewirausahaan. (SNDIKTI 3/2020).				
	CPL1 (S12)		Mampu berperilaku professional serta bersikap adaptif dalam perkembangan zaman				
	CPL2 (KU8)		Mampu melakukan proses evaluasi diri terhadap kelompok kerja yang berada dibawah tanggung jawabnya, dan mampu mengelola pembelajaran secara mandiri				
	CPL3 (KK4)		Melaksanakan proses pembelajaran Bahasa Inggris dengan mendesain, membuat dan memanfaatkan berbagai media pembelajaran yang inovatif dan kreatif yang berbasis digital dan memiliki sifat pembelajaran 4C yaitu <i>communcative, creative, critcal thinking</i> dan <i>problem solving</i> serta <i>collaborative</i> .				
CPL5 (KK12)		Mengembangkan kemampuan berwirausaha terkait dengan pembelajaran Bahasa Inggris (i.e., <i>content</i> dan media pembelajaran);					

CPL5 (KK13)	Mengembangkan kemampuan berwirausaha terkait dengan pemanfaatan kemampuan Bahasa Inggris lulusan (i.e., media massa, pariwisata, terjemahan, pementasan seni dan budaya);
CPL5 (KK14)	Mampu mengembangkan kemampuan berwirausaha terkait dengan penggunaan media digital (i.e menjadi content creator).
Capaian Pembelajaran Mata Kuliah (CPMK)	
CPMK1	Mampu menunjukkan sikap bertanggungjawab atas pekerjaan di bidang keahliannya secara mandiri (CPL1)
CPMK2	Mampu menginternalisasi semangat kemandirian, kejuangan, dan kewirausahaan. (SNDIKTI 3/2020). (CPL1)
CPMK3	Mampu berperilaku profesional serta bersikap adaptif dalam perkembangan zaman (CPL1)
CPMK4	Mampu melakukan proses evaluasi diri terhadap kelompok kerja yang berada dibawah tanggung jawabnya, dan mampu mengelola pembelajaran secara mandiri (CPL2)
CPMK5	Melaksanakan proses pembelajaran Bahasa Inggris dengan mendesain, membuat dan memanfaatkan berbagai media pembelajaran yang inovatif dan kreatif yang berbasis digital dan memiliki sifat pembelajaran 4C yaitu <i>communcative, creative, critcal thinking</i> dan <i>problem solving</i> serta <i>collaborative</i> . (CPL3)
CPMK6	Mampu mengembangkan kemampuan berwirausaha terkait dengan pembelajaran Bahasa Inggris (i.e., <i>content</i> dan media pembelajaran(CPL3);
CPMK7	Mampu mengembangkan kemampuan berwirausaha terkait dengan pemanfaatan kemampuan Bahasa Inggris lulusan (i.e., media massa, pariwisata, terjemahan, pementasan seni dan budaya);
CPMK8	Mampu mengembangkan kemampuan berwirausaha terkait dengan penggunaan media digital (i.e menjadi content creator (CPL3)
Kemampuan Akhir Tiap Tahapan Belajar (Sub-CPMK)	
Sub-CPMK1	Mampu menunjukkan sikap bertanggungjawab atas pekerjaan di bidang keahliannya secara mandiri (C3, A1), (CPMK1).
Sub-CPMK2	Mampu menginternalisasi semangat kemandirian, kejuangan, dan kewirausahaan (CPMK2)
Sub-CPMK3	Mampu melakukan proses evaluasi diri terhadap kelompok kerja yang berada dibawah tanggung jawabnya, dan mampu mengelola pembelajaran secara mandiri (C6, A4), (CPMK3)
Sub-CPMK4	Mampu melaksanakan proses pembelajaran Bahasa Inggris dengan mendesain, membuat dan memanfaatkan berbagai media pembelajaran yang inovatif dan kreatif yang berbasis digital dan memiliki sifat pembelajaran 4C yaitu <i>communcative, creative, critcal thinking</i> dan <i>problem solving</i> serta <i>collaborative</i> (C3 , A4), (CPMK4)
Sub-CPMK5	Mampu mengembangkan kemampuan berwirausaha terkait dengan pembelajaran Bahasa Inggris (i.e., <i>content</i> dan

		media pembelajaran (C4, A3), (CPMK5)										
	Sub-CPMK6	Mampu berdiskusi dengan baik, menyampaikan gagasan atau ide yang benar dan menarik kesimpulan yang terintegrasi (CPMK4, CPMK7, CPMK8)										
	Sub-CPMK7	Mampu mengembangkan kemampuan berwirausaha terkait dengan pemanfaatan kemampuan Bahasa Inggris lulusan CPMK7, CPMK8)										
	Sub-CPMK8	Mampu menerapkan kemampuan speaking dalam konteks bisnis seperti pengenalan diri , language styles in business dan reporting.										
	Sub-CPMK9	Mampu mengembangkan kemampuan berwirausaha terkait dengan penggunaan media digital (i.e menjadi content creator. (CPMK4, CPMK7, CPMK8).										
	Sub-CPMK10	Mampu menciptakan produk-produk ide untuk berjualan (CPMK7, CPMK8)										
	Sub-CPMK11	Mampu mempresentasikan produk-produk ide untuk berjualan dengan bagus										
	Korelasi CPMK terhadap Sub-CPMK											
		Sub-CPM K1	Sub-CPM K2	Sub-CPM K3	Sub-CPM K4	Sub-CPM K5	Sub-CPM K6	Sub-CPM K7	Sub-CPM K8	Sub-CPM K9	Sub-CPM K10	Sub-CPM K11
	CPMK1	√										
	CPMK2		√	√								
	CPMK3			√								
	CPMK4				√							
	CPMK5					√	√					
	CPMK6											
	CPMK7							√				
	CPMK8								√	√	√	√
Deskripsi Singkat MK	The course English for Business is to develop the students' academic and professional language skill in the of business. On the course students practice scientific reading strategies, business and economics vocabulary in English, Business English reading comprehension as an aid to study more effectively as well as complete various written and oral tasks and activities, including oral presentations.											
Bahan Kajian: Materi Pembelajaran	<ol style="list-style-type: none"> 1. Description of English for Business. 2. Description of marketing management. 3. Arrangement of marketing management. 4. Comprehend business text. 5. Production, finance, human, and resource. 											

	6. Management business. 7. Marketing strategy. 8. How to run successful business. 9. Creating product 10. Presentation.						
Pustaka	Utama:						
	1. Misnawati; Zuraini (2021). Assintancing and Recogning to the Students on English for Business in Bireuen, Aceh District. Vol 5 No.1 (2021). Jurnal Pemberdayaan Masyarakat Madani (JPMM). DOI: https://doi.org/10.21009/10.210009/JPMM.005.1.02 2. Mulyadi, A. (2021). Teaching English to young learner. Prosiding seminar nasional pascasarjana universitas PGRI Palembang. 3. Mardasari, D (2020). Various activities in teaching English for young learners. Jurnal: Holistics journal. Volume 12, Nomor 1. 4. Octaviana, DW. (2017). Teaching English to young learners. Volumw 2, Nomor 2. 5. Prayatni, I. (2019). Teaching English for young learners. Jurnal: Jurnal ilmiah profesi pendidikan. Volume 4, Nomor 2. 6. Pransiska, R (2016). Requirements of teaching English for young learners: An overview in Padang, west sumatera. Proceedings of the fourth International on enlish language and teaching. 7. Saputra, Ari. (2017). Teaching English to young learners.Jurnal: Journal ilmiah rinjani. Volume 5, Nomor 1. 8. Aslamiah, S. (2022). Characteristic English learning style for young learners in new normal era. Jurnal: Intensive journal. Volume 5, Nomor 2. 9. Sukarno (2008). Teaching English to young learners and factors to consider in designing the materials. Jurnal: Jurnal ekonomi & pendidikan. Volume 5, Nomor 1.						
	Pendukung:						
	Internet						
Dosen Pengampu	Misnawati, M.Pd., CIIQA						
Mata Kuliah Syarat	-						
Mg Ke-	Kemampuan Akhir Tiap Tahapan Belajar (Sub-CPMK)	Penilaian		Bentuk Pembelajaran; Metode Pembelajaran; Penugasan Mahasiswa; [Estimasi Waktu]		Materi Pembelajaran [Pustaka]	Bobot Penilaian (%)
				Indikator	Kriteria &		

			Teknik				
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Sub-CPMK1: Be able to specificate the description of English for Business (C4, A3).	1.1. Description of English for Business 1.2. Accuracy in detailing vocabulary in Business English.	Kriteria: Observation, discussion and. Teknik: Non-tes.	<ul style="list-style-type: none"> • Kuliah; Case Based [(PB:1X(2x50))] • Tugas: 1. Usage the vocabulary in Business English. [(PT:1X(1x60))] 	elearning: http://elearning.umusli.ac.id/	1. Introduction and collage contract; 2. Description and description of English for Business [1] halaman: 155-156 [2] halaman: 33-33 [3] halaman: 124-127	10
2 & 3	Sub-CPMK4: Be able to find out the article of economics English business (C4, A3).	4.1. Comprehend the business text. 4.2. The article of economics English business	Kriteria: Observation, discussion and. Teknik: Non-tes.	<ul style="list-style-type: none"> • Kuliah; Case Based [(PB:1X(2x50))] • Tugas: find out the article of economics English business [(PT:1X(1x60))] 	elearning: http://elearning.umusli.ac.id/	The article of economics English business [1] halaman: 106-108 [2] halaman: 58-63	10
4 & 5	Sub-CPMK5: Be able to analyze the article of economics English for	5.1. comprehend business text 5.2. Analyze the article of	Kriteria: Observation, discussion	<ul style="list-style-type: none"> • Kuliah; Case Based [(PB:1X(2x50))] 	elearning: http://elearning.umusli.ac.id/	Analyze the article of economics English for Business	10

	Business (C4, A4).	economics English for Business	and. Teknik: Non-tes.	<ul style="list-style-type: none"> • Tugas: Review the quotation of experts about the roles of the teacher young learner [(PT:1X(1x60))] 	m.ac.id/	[1] halaman: 251-154 [2] halaman: 228-262 [3] halaman: 1-4	
6 & 7	Sub-CPMK6: Be able to comprehend cultural diversity and socializing/building relationship concept. (C5, A5, P5)	<p>6.1. Designing and organizing the production, marketing, finance, human resource management in business.</p> <p>6.2. Improving the ability in good production, marketing, finance, human resource management in business</p>	<p>Kriteria: Observation and discussion.</p> <p>Teknik: Non-tes.</p>	<ul style="list-style-type: none"> • Kuliah: Case Based [(PB:1X(2x50))] • Tugas: 1. Designing and organizing the production, marketing, finance, human resource management in business. [(PT:1X(1x60))] 	elearning: http://elearning.umusli.m.ac.id/	Cultural diversity and socializing/building relationship concept. management [1] halaman: 63-70 [2] halaman: 157-158 [3] halaman 34-37	10
8	UTS/ Ujian Tengah Semester: Melakukan validasi hasil penilaian, evaluasi dan perbaikan proses pembelajaran berikutnya						
9	Sub-CPMK6: Be able to comprehend the ability in good production, marketing, finance, human	9.1. Management strategy.	<p>Kriteria: Observation and discussion.</p> <p>Teknik:</p>	<ul style="list-style-type: none"> • Kuliah: Case Based [(PB:1X(2x50))] • Tugas: 2. Designing 	elearning: http://elearning.umusli.m.ac.id/	Management strategy. [1] halaman: 34-37 [2] halaman: 157-158 [3] halaman: 108-112	10

	resource management in business. (C5, A5, P5)		Non-tes.	and organizing the production, marketing, finance, human resource management in business. [(PT:1X(1x60))]			
10, 11 & 12	Sub-CPMK7: Be able to design, good production, marketing, finance, human resource management in business (C6, A4, P5)	6.1. Improving the ability in creating product	Kriteria: Scoring rubric Teknik: Non-tes	<ul style="list-style-type: none"> • Kuliah; PjBL • Tugas Designing the materials [(PB:2X(2x50))] 	elearning: http://elearning.umusli.ac.id/	Improving the ability in creating product [1] halaman: 42-45 [2] halaman: 17-20	10
13, 14 & 15	Sub-CPMK8: Be able to implement the teaching practice (P5)	7.1. Presentation	Kriteria: Scoring rubric Teknik: Non-tes	<ul style="list-style-type: none"> • Kuliah; PjBL • Presentasi: Teaching practice [(PB:4X(2x50))] 	elearning: http://elearning.umusli.ac.id/	Presentation	10
16	UAS/ Ujian Akhir Semester: Melakukan validasi penilaian akhir dan menentukan kelulusan mahasiswa						

Catatan:

1. Capaian Pembelajaran Lulusan PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan keterampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, keterampilan umum, keterampilan khusus, dan pengetahuan.

3. CP Mata kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata Kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. Kriteria penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajarannya dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif ataupun kualitatif.
7. Teknik penilaian: tes dan non tes.
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. Metode Pembelajaran: *Small Group Discussion, Simulation, Discovery Learning, Self-Directed learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Case Method, Project Based Learning*, dan metode lainnya yang setara.
10. Materi pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot Penilaian adalah prosentase penilaian terhadap setiap pencapaian Sub-CPMK yang besarnya proporsional dengan tingkat kesulitan pencapaian Sub-CPMK tersebut, dan totalnya 100%.
12. **PB**=Proses Belajar, **PT**=Penugasan Terstruktur, **KM**=Kegiatan Mandiri.

Portofolio Penilaian dan Evaluasi Ketercapaian CPL Mahasiswa

Mg	CPL	CPMK (CLO)	Sub-CPMK (LLO)	Indikator	Bentuk Soal - Bobot (%) ^{*)}		Bobot (%) Sub-CPMK	Nilai Mhs (0-100)	$\sum((\text{nilai Mhs}) \times (\text{bobot}\%))^{*)}$	Ketercapaian CPL pada MK (%)	
1	CPL3	CPMK3	Sub-CPMK-3	1-1.1	Tugas-1	4	8	90	360	= (360+360)/8	
				1-1.2	Tugas-2	4		90		=720/8	
				1.1.3						= 90%	
2 & 3	CPL3	CPMK4	Sub-CPMK-4	2-2.1	Tugas-3	4	8	70	280	= (280+360)/8	
				2-2.2	Tugas-4	4		80		320	=640/8
4 & 5	CPL4	CPMK4	Sub-CPMK-3	3-3.1	Tugas-5	5	10	90	450	= (450+450)/10	
				3-3.2	Soal Essay Kuis-1	5		90		450	=900/10
6 & 7	CPL2	CPMK2	Sub-CPMK-4	4-4.1	Tugas-5	4	8	70	280	= (280+280)/8	
				4-4.2	Soal PG Kuis-4	4		70		280	=560/8
				4-4.3							= 70%

				4-4.4						
				4-4.5						
8	UTS									
9	CPL4	CPMK 4	Sub-CPMK-7	7-7.1 7-7.2	Tugas-8 Soal Essay Kuis-7	5 5	10	85 90	425 450	= (425+450)/10 =875/10 = 87.5%
10, 11 & 12	CPL2	CPMK 2	Sub-CPMK- 10	10-10.1 10-10.2 10-10.3	Tugas-11	5	5	95 95	190 190	= (190+190)/5 =380/5 = 76%
13, 14 & 15	CPL1	CPMK 1	Sub-CPMK- 11	11-11.1 11-11.2	Tugas-12 Soal PG Kuis-8	4 4	8	90 90	360 360	= (360+360)/8 =720/8 = 90%
16	Ujian Akhir Semester (UAS)									
Total Bobot (%)						100	100			
Nilai Akhir Mahasiswa ($\sum(\text{nilai mhs}) \times (\text{bobot}\%)$)										

Penilaian Ketercapaian CPL pada MK English for Business

No	CPL pada MK English for Business	Nilai Capaian (0-100)	Ketercapaian CPL pada MK (%)
1	CPL 1: Bertakwa kepada Tuhan Yang Maha Esa dan mampu menunjukkan sikap relegius;		
2	CPL 2: Mampu menerapkan pemikiran logis, kritis, sistematis, dan inovatif dalam konteks pengembangan atau implementasi ilmu pengetahuan dan teknologi yang memperhatikan dan menerapkan nilai humaniora yang sesuai dengan bidang keahliannya;		
3	CPL3: Menguasai Bahasa Inggris minimal setara dengan tingkat <i>pos- intermediate</i> untuk menciptakan komunikasi baik lisan maupun tertulis secara lancar, akurat, efektif, dan berterima.		
	CPL 4: Melakukan percakapan secara formal dan informal dalam bahasa Inggris dengan menggunakan tata bahasa (grammar) dan pengucapan (pronunciation) yang baik		

Rubrik Penilaian Presentasi

Kelompok :

Judul product :

No	Aspek Penilaian	Kriteria Penilaian	Skor Maksimum	Penilaian
1	Penyajian	Persiapan	10	
		Urutan materi	5	
		Penggunaan alat bantu	5	
2	Naskah presentasi	Kesesuaian dengan materi pokok bahasan	5	
		Komposisi slide	5	
3	pemaparan	Penggunaan bahasa baku	5	
		Kejelasan isi materi	5	
4	Produk	Kemasan produk	10	
		Rasa, kerapian dan keindahan produk	15	
		Bahan baku produk	5	
		Budget	5	
5	Sikap	Penyampaian materi	10	
		Penampilan dalam presentasi	5	
		Kekompakan dalam kelompok	10	
Total nilai			100	

Kritearia Penilaian

No	Penilaian (Indikator)	Persentasi (%)
1	Kehadiran	15
2	Sikap	10
3	Tugas	20
5	Quiz	15
6	UTS	20
7	UAS	20
Total		100

Format penilaian

Skala Nilai	NM	AM	Sebutan
$NM \geq 85$	A	4.00	Sangat Cemerlang
$80 \leq NM < 85$	A	3.75	Cemerlang
$75 \leq NM < 80$	B+	3.50	Sangat Baik
$70 \leq NM < 75$	B	3.00	Baik

$65 \leq NM < 70$	B-	2.75	Hampir Baik
$60 \leq NM < 65$	C+	2.50	Lebih dari cukup
$55 \leq NM < 60$	C	2.00	Cukup
$50 \leq NM < 55$	C-	1.75	Hampir Cukup
$40 \leq NM < 50$	D	1	Kurang
$NM < 40$	E	0	Gagal



Marketing Management

Misnawati



What is Marketing?

Marketing is the delivery of customer satisfaction at a profit. Misnawati; Zuraini (2021).



The Goal of Marketing is:

To attract new customer by promising superior value, and to keep current customers by delivering satisfaction.



Continued.....

- Marketing, more than any other business function, deals with customers.
- Creating customer value and satisfaction are at the very heart of modern marketing thinking and practice.
- Some people believe that only large business organizations operating in highly developed economies use marketing, but sound marketing is critical to the success of every organization – whether large or small, for profit or non – profit, domestic or global.



Marketing Defined

- Many people think of marketing only as selling and advertising.
- Selling and advertising are only the tip of the marketing ice-berg.
- Marketing is one of three key core functions that are central to all organizations.
- Marketers act as the customers' voice within the firm and marketers are responsible for many more decisions than just advertising or sales:
 - Analyse industries to identify emerging trends.
 - Determine which national and international markets to enter or exit.
 - Conduct research to understand consumer behavior.
 - Design integrated marketing mixes – products, prices, channels of distribution, and promotion programs.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.



To explain marketing definition, we examine the following important terms :

- Needs, wants, and demands
- Products and services
- Value, satisfaction and quality
- Exchange, transactions, and relationships
- Markets



Needs, Wants, and Demands

Needs:

- The most basic concept underlying marketing is that of human needs.
- Human needs are states of felt deprivation.
- Human have many complex needs:
 - Physical needs for food, clothing, warmth, and safety
 - Social needs or belonging and affection
 - Individual needs for knowledge and self – expression

Wants:

- Want are the form taken by human needs as they are shaped by culture and individual personality.
- People have almost unlimited wants but limited resources.
- They want to choose products that provide the most value and satisfaction for their money.

Demands:

- When backed by buying power, wants become demands.
- Consumers view products as bundles of benefits and choose products that give them the best bundle for their money.



Products and Services

Product:

- Anything that can be offered to a market to satisfy a need or want.
- The concept of product is not limited to physical objects – anything capable of satisfying a need can be called a product.

Services:

- In addition to tangible goods, products also include services, which are activities or benefits offered for sale that are essentially intangible and do not result in the ownership of anything.



Values, Satisfaction, and Quality

Values:

- Customer value is the difference between the values the customer gains from owning and using a product and the costs of obtaining the products.
- Customers often do not judge product value and costs accurately or objectively. They act on perceived value.

Satisfaction:

- Customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectation.
- If the product's performance falls short of the customer's expectations, the buyer is dissatisfied.

Quality:

- Customer satisfaction is closely linked to quality.
- Quality has a direct impact on product performance.
- Quality can be defined as “freedom from defects”.
- TQM programs designed to constantly improve the quality of products, services, and marketing processes.



Exchange, Transactions, and Relationships

Exchange :

- The act of obtaining a desired object from someone by offering something in return

Transaction :

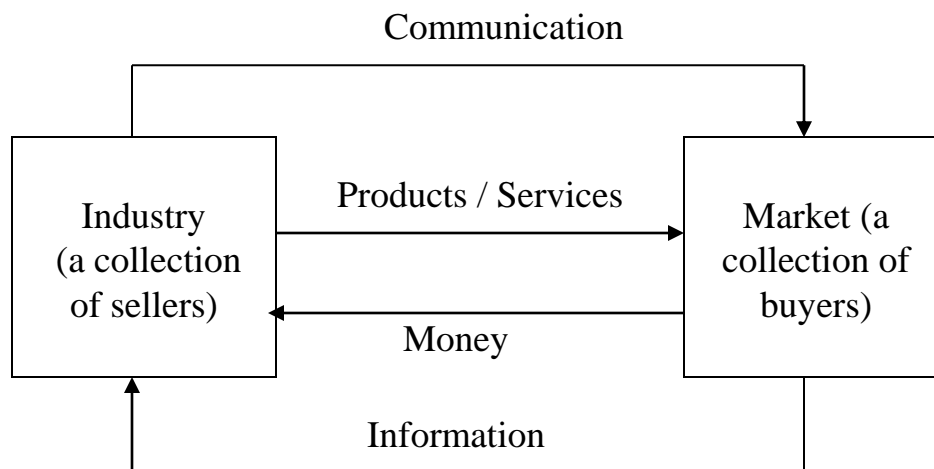
- A trade between two parties that involves at least two things of value, agreed – upon conditions a time of agreement, and a place of agreement.

Relationship marketing :

- The process of creating, maintaining, and enhancing strong, value – laden relationships with customers and other stakeholders

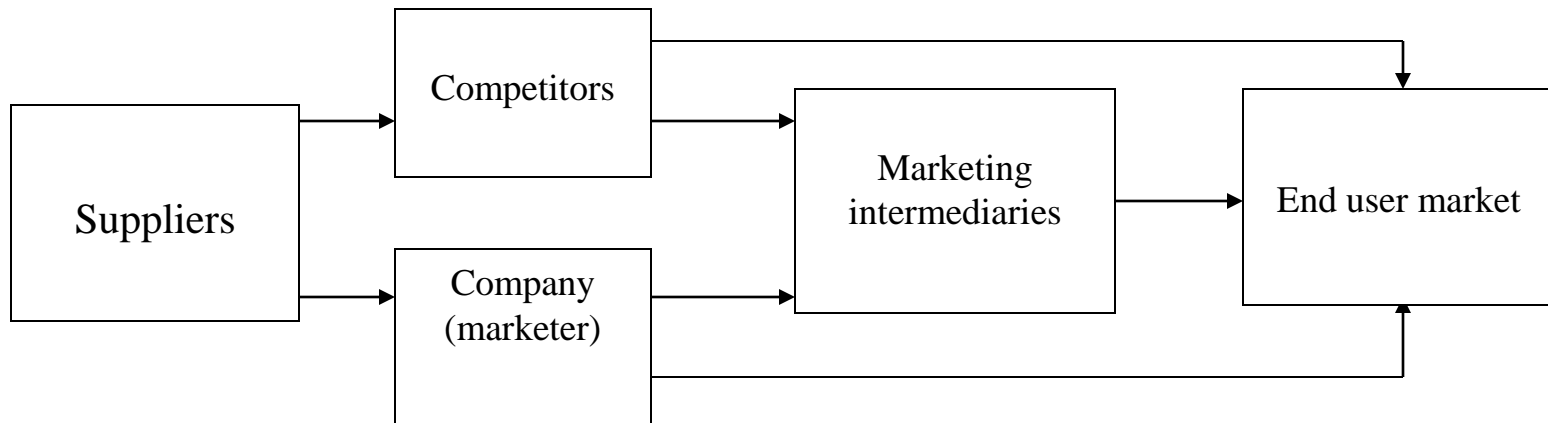
Markets

The set of all actual and potential buyers of a product or service



A simple marketing system

Main actors and forces in a modern marketing system





Marketing Management

The analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives.



Marketing Management Involves:

- **Demand Management** : The organization has a desired level of demand for its products. At any point in time, There may be no demand, adequate demand, irregular demand, or too much demand, and marketing management must find ways to deal with these different demand states.
- **Building Profitable Customer Relationships** : Beyond designing strategies to attract new customers and create transactions with them, companies now are striving to retain current customers and build lasting customer relationships.



MARKETING MANAGEMENT PHILOSOPHIES

- The role that marketing plays within a company varies according to the overall strategy and philosophy of each firm.
- There are five alternative concepts under which organizations conduct their marketing activities:
 - Production concept
 - Product concept
 - Selling concept
 - Marketing concept
 - Societal marketing concepts



Production Concept

The philosophy that consumers will favour products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency.



Product Concept

The philosophy that consumers will favour products that offer the most quality, performance, and innovative features.



Selling Concept

The idea that consumers will not buy enough of the organization's products unless the organization undertakes a large – scale selling and promotion effort.



Marketing Concept

The marketing management philosophy that holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do. Misnawati; Zuraini (2021).

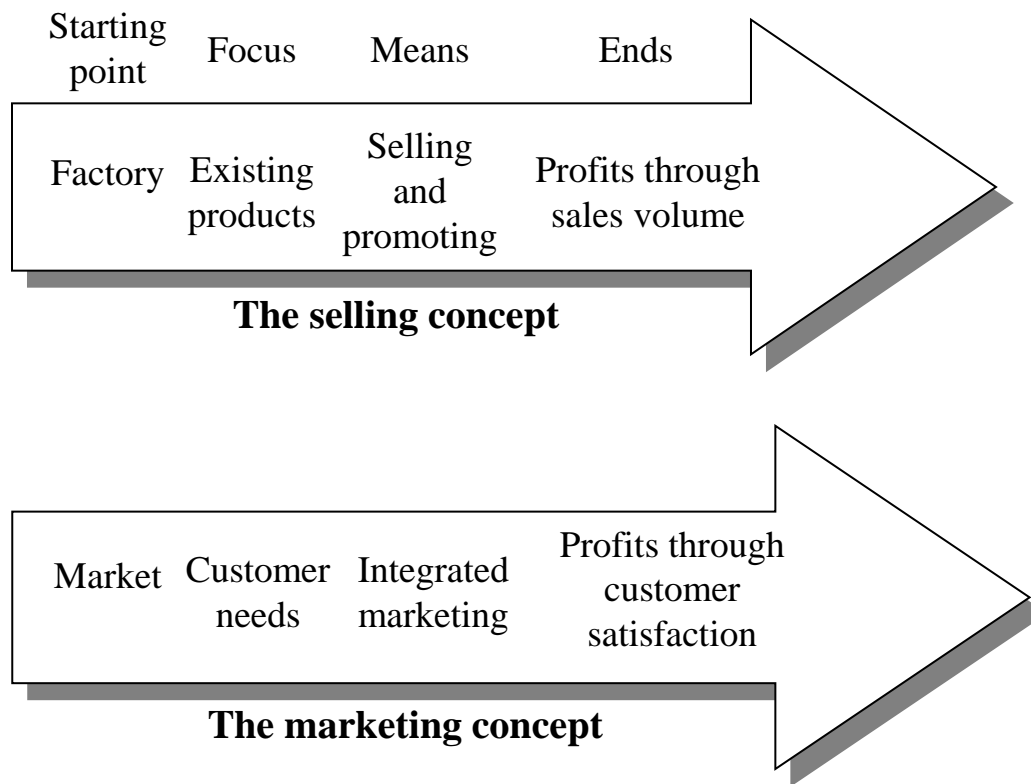


Societal Marketing Concept

The idea that the organization should determine the needs, wants, and interests of target markets and deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves the consumer's and society's well – being.

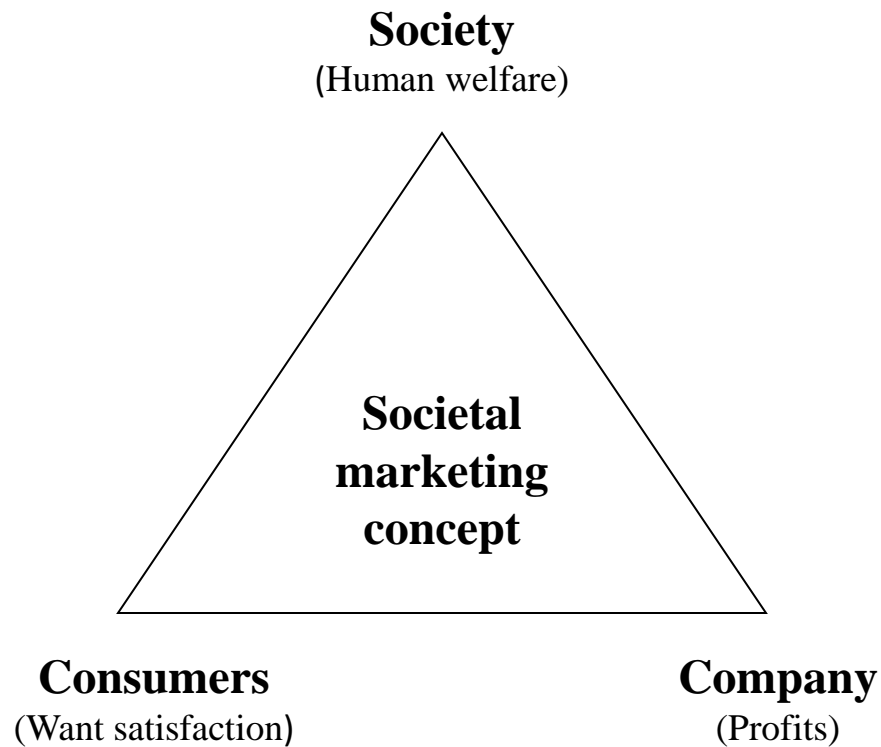


The selling and Marketing Concepts Contrasted





Three Considerations Underlying The Societal Marketing





MARKETING CHALLENGES INTO THE NEW CENTURY

- **GROWTH OF NON-PROFIT MARKETING**
- **THE INFORMATION TECHNOLOGY BOOM**
- **RAPID GLOBALIZATION**
- **THE CHANGING WORLD ECONOMY**
- **THE CALL FOR MORE ETHICS AND SOCIAL RESPONSIBILITY**



THE NEW MARKETING LANDSCAPE

The past decade taught business firms everywhere a humbling lesson. Domestic companies learned that they can no longer ignore global markets and competitors. Successful firms in mature industries learned that they cannot overlook emerging markets, technologies, and management approaches. Companies of every sort learned that they cannot remain inwardly focused, ignoring the needs of customers and their environment.

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- Assalamu'alaikum Warrahmatullahi Wabarrakatuh.