

Module designation	<i>Market Planning (AGBP14)</i>
Semester(s) in which the module is taught	<i>6th semester</i>
Person responsible for the module	<i>Fajri</i>
Language	<i>English</i>
Relation to curriculum	<i>Elective Course</i>
Teaching methods	<i>lecture, lesson, case, seminar.</i>
Workload	<ul style="list-style-type: none"> ▪ <i>100 minutes of lecture and discussion per week</i> ▪ <i>120 minutes of structured tasks per week</i> ▪ <i>120 minutes of independent activity per week</i>
Credit points	<i>2 (lesson 2, laboraty work 0) = 3.2 ECTS</i>
Required and recommended prerequisites for joining the module	<i>Principal of Agribusiness Marketing</i>
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> <i>1. Able to analyze and have knowledge of the differences in each market characteristic as well as the differences in the concepts of demand and supply in market planning theory.</i> <i>2. Understand market characteristics based on types of consumers for both goods and services and understand the application of marketing to consumers and product types.</i> <i>3. Able to apply market planning aspects based on market planning principles seen from the nature of buyers and purchasing behavior in the market and understand the application of marketing to consumers and product types.</i>
Content	<i>This course aims to provide students with a conceptual understanding of the basic concepts and principles of market planning which include the importance of market planning, types of market planning, dimensions of strategy and tactics in various levels of market planning management, market planning processes which include aspects that must be considered in the preparation of market planning the relationship between marketing planning and corporate planning market planning structure or outline.</i>
Exams and assessment formats	<i>Essay, case study</i>
Study and examination requirements	<i>5 % aktivitas partisipatif</i> <i>55% course work and study cases analysis</i> <i>5% quizzes</i> <i>5% Tugas</i> <i>10% midterm examination</i> <i>15% final examination</i>
Reading list	<ol style="list-style-type: none"> <i>1. Bangs, David H.. (2012). Market Plan. Dearbond Trade Publishing Company, 7th edition</i> <i>2. Bangs, David H. (2002). Market Planning Guide. Kaplan Business; 6th edition</i> <i>3. Zimmerman, Alan and Jim Blythe. 2013. Business to business marketing management: a global perspective, 2nded, New York: Routledge.</i> <i>4. Budiarto Subroto. Pemasaran Industri: Business to Business Marketing, Penerbit Andi Offset, Yogyakarta, 2011</i> <i>5. Bangs, David H. (2002). Market Planning Guide. Kaplan Business; 6th edition</i> <i>6. Baugh, L. Sue and Robert J. Hamper. (1990) Strategic market planning. University of California: NTC Business Books</i>