



Course Module
 Department of Animal Science
 Faculty of Animal Science
 Universitas Brawijaya

Module name	Animal Product Marketing
Module level	Undergraduate program
Code	PES61012
Subtitle	-
Courses	Animal Product Marketing
Semester(s)	5
Person responsible for the module	Ir. Hari Dwi Utami, MS.M.Appl,Sc.Ph.D. IPM. ASEAN Eng
Lecturer	<ol style="list-style-type: none"> 1. Ir. Hari Dwi Utami,MS.M.Appl,Sc.Ph.D.IPM.ASEAN Eng 2. Dr.Ir. Umi Wisaptiningsih,MS 3. Dr.Ir. Bambang Ali Nugroho,DEA.IPM.ASEAN Eng 4. Prof. Dr. Budi Hartono, MS.IPU.ASEAN Eng 5. Dr. Ir. MB Hariyono, MS 6. Dr.Nanang Febrianto,S.Pt.,MP 7. Jaisy Aghniarahim Putritamara,S.Pt.,MP 8. Puji Akhiroh, S.Pt., M.Sc
Language	Bahasa Indonesia, English
Relation to curriculum	Compulsory/elective
Type of teaching, contact hours	Contact hours and class size separately for each teaching method: lecture, lesson, project, practical, student centered learning, discussion etc.
Workload	Lecture : 14 meetings*100 minutes Practicum : 14 meetings*150 minutes Independent learning: 16 times*150 minutes 90.67 hours/semester for course and 42,50 hours/semester for practical Lecture, Exercise, and private study
Credit points	3 credit/5.10 ECTS
Requirements according to the examination regulations	-
Recommended prerequisites	-
Module objectives/intended learning outcomes	ILO-1: An ability to use engineering principles in designing technology products related to the field of agricultural engineering science ILO-3: An ability to manage and utilize natural resources (agriculture and environment) and the supporting resources (human resources, infrastructure, etc.) in an optimal way and sustainable
	Objectives:

	Knowledge: Able to formulate marketing concepts and strategies, able to develop a marketing system, able to design marketing plans, able to apply digital concepts to marketing
	Skills: cognitive- Able to know and understand about formulate marketing concepts and strategies, develop a marketing system, design marketing plans, apply digital concepts to marketing
	Competences: Able to explain about the marketing concepts and strategies, develop a marketing system, design marketing plans, apply digital concepts
Content	<p>Courses:</p> <ol style="list-style-type: none"> 1. Introduction to the lecture system, an explanation of course material (RPKPS), reference books, and evaluation system 2. Marketing concepts 3. Livestock and animal product marketing systems 4. Market segmentation 5. Structure Conduct Performance 6. Marketing strategies 7. Marketing environment 8. Marketing and e-marketing information 9. Consumer Market and consumer behavior 10. Product Life Cycle 11. Marketing costs and efficiency 12. Global markets 13. Global marketing environment 14. Global marketing strategies
Study and examination requirements and forms of examination	<ol style="list-style-type: none"> 1. Midterm exam 2. Final term exam 3. Practicum <p>How to score: Midterm Exam = 40% Final Exam = 40% Practicum = 20%</p> <p>A : 80 < Final Score ≤ 100 B+ : 75 < Final Score ≤ 80 B : 69 < Final Score ≤ 75 C+ : 60 < Final Score ≤ 69 C : 55 < Final Score ≤ 60 D : 50 < Final Score ≤ 55 D+ : 44 < Final Score ≤ 50 E : 0 < Final Score ≤ 44</p>
Media employed	Class, Online learning system (Zoom and Google Classroom), projector, screens, e-book and WA Group
Reading list	<ol style="list-style-type: none"> 1. Philip Kotler and Armstrong, G. Prinsip-prinsip Pemasaran. 12th edition. Erlangga. Jakarta. 2. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. Marketing 4.0 Moving from Traditional to Digital. 3. Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, Torben Hansen. Marketing Management.