

## Module Handbook

Module Name:	Marketing
Module Level:	Bachelor
Abbreviation, if applicable:	MNP202
Sub-heading, if applicable:	
Courses included in the module, if applicable:	
Semester/term:	1 / Fourth year
Module coordinator(s):	Dr. Liza Pristianty, MSi,MM,Apt.
Lecturer(s):	Catur Dian Setiawan S.Farm., Apt.
	Dr. Umi Athijah, M.S., Apt.
	Dr. Liza Pristianty, M.Si., M.M., Apt.
Language:	Bahasa Indonesia
Classification within the curriculum:	<del>Compulsory Course</del> /Elective Studies
Teaching format/class hours per week during the semester:	100 minutes lectures, 13 lecture classes/semester
Workload:	Total 22 hours a semester
Credit Points:	2
Requirements:	Students must have taken Pharmaceutical Management (MNS303) course.
Learning goal/competencies:	<p>Knowledge</p> <ul style="list-style-type: none"> <li>– To understand the basic concept of marketing.</li> </ul> <p>Skills</p> <ul style="list-style-type: none"> <li>– Honesty, discipline, and teamwork.</li> </ul> <p>Competence</p> <ul style="list-style-type: none"> <li>– To understand and able to apply the concept of marketing in pharmaceutical products and pharmaceutical practice.</li> </ul>
Content:	Concept of marketing, analysis of consumer market, human behavior, building satisfaction value, how to retain customer, positioning product offer throughout product's life cycle, managing marketing channels, and service marketing, marketing plan
Study/exam achievements:	<p>Student are considered to be competent and pass if at least get 50% of maximum mark of the exams based learning.</p> <p>Final score is calculated as follow :</p> <p>40% Exam I + 40% Exam II + 20% Assignment and Presentation</p> <p>Final index is defined as follow :</p> <p>A : <math>\geq 75</math>            AB : 70 – 74,9            B : 65 – 69,9            BC : 60 – 64,9            C : 55 – 59,9            D : 40 – 54,9            E : &lt;40</p>
Forms of Media:	LCD projector, whiteboard, power point, internet.
Literature:	1. Kotler Philip, <b>Marketing Management</b> , International ed, 13 <sup>th</sup> edition, 2009.

	2. Holdford David, <b>Marketing For Pharmacists</b> , American Pharmaceutical Association, Washington, 2003.
Notes:	