

		UNIVERSITAS WARMADEWA WARMADEWA UNIVERSITY FAKULTAS EKONOMI DAN BISNIS FACULTY OF ECONOMICS AND BUSINESS PROGRAM STUDI MANAJEMEN MANAGEMENT STUDY PROGRAM					Kode Dokumen Document Code	
RENCANA PEMBELAJARAN SEMESTER								
SEMESTER LESSON PLAN								
MATA KULIAH (MK) COURSE		KODE CODE	Rumpun MK CLUSTER		BOBOT (3 sks) CREDITS 3		SEMESTER II SEMESTER II	Tgl Penyusunan 06-05-2025 Compilation Date 06-05-2025
Manajemen Pemasaran Internasional International Marketing Management			Manajemen Management		III	III	VI	Juli 2025
OTORISASI Dr. Ni Made Wahyuni, S.E., M.Agb. AUTHORIZATION Dr. Ni Made Wahyuni, S.E., M.Agb.		Pengembang RPS Developer		Koordinator RMK Coordinator		Ketua Program Studi Head of the Study Program		
		Dr. Ni Made Wahyuni, S.E., M.Agb.		Dr. Ni Made Wahyuni, S.E., M.Agb.		Dr. Putu Ayu Sita Laksmi, B.Bus., M.Sc		
Capaian Pembelajaran (CP) Program Learning Outcome (PLO)		CPL-PRODI yang dibebankan pada MK PLO charged in this course						
		CPL P1 PLO2	Menganalisis pengetahuan dasar, teori, dan terminologi dalam manajemen dan praktik bisnis Analyzing basic knowledge, theories, and terminology in management and business practices					
		CPL P3 PLO4	Merancang solusi menggunakan konsep dan metode manajemen dalam situasi bisnis praktis Designing solutions using management concepts and methods in practical business situations					
		CPL K1 PLO5	Menunjukkan kemampuan mengelola rencana strategis yang mengintegrasikan fungsi manajemen untuk mencapai tujuan organisasi melalui pemikiran kritis dan komunikasi yang efektif					
		Capaian Pembelajaran Mata Kuliah (CPMK) Course Learning Outcome (CLO)						
		CPMK-1	1.Mampu menelaah pemasaran internasional berbasis budaya (CPL P1)(C4) Capable of examining international marketing based on cultural perspectives (PLO2)(C4)					
		CPMK-2	2.Mampu menemukan solusi berdasarkan konsep pemasaran internasional (CPL P3) (C4) Capable of formulating solutions grounded in international marketing concepts (PLO4) (C4)					
		CPMK-3	3.Mampu mengelola rencana strategis yang terintegrasi dengan fungsi pemasaran internasional untuk mencapai tujuan organisasi berbasis komunikasi yang efektif. (CPL K1)(P5) Capable of managing strategic plans that are integrated with international marketing functions to achieve organizational objectives through effective communication. (PLO5) (P5)					
		Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)			(cari di bahan kajian)			
		Sub-CPMK1 Sub-CLO1	Mampu menelaah Konsep Pemasaran Global dan Tipologi Perusahaan (CPMK 2)(C4) Able to analyze global marketing concepts and company typologies					
		Sub-CPMK2 Sub-CLO2	Mampu menganalisis Lingkungan Keuangan Global (CPMK 1)(C4) Able to analyze the global financial environment					
		Sub-CPMK3 Sub-CLO3	Mampu menganalisis Sosial Budaya Global (CPMK 1)(C4) Able to analyze global socio-cultural aspects					
		Sub-CPMK4 Sub-CLO4	Mampu menganalisis Lingkungan Politik Global (CPMK 1)(C4) Able to analyze the global political environment					
		Sub-CPMK5 Sub-CLO5	Mampu menelaah Segmentasi Pasar Global (CPMK 1)(C4) Able to Analyze Global Market Segmentation					

	Sub-CPMK6 Sub-CLO6 Mampu menjelaskan analisis pesaing global (CPMK 3)(P4) <i>Able to explain a global competitor analysis.</i>
	Sub-CPMK7 Sub-CLO7 Mampu menjelaskan Pengelolaan Produk Global (CPMK 3)(P4) <i>Able to explain global product management.</i>
	Sub-CPMK8 Sub-CLO8 Mampu menjelaskan Global Strategic Marketing (CPMK 3)(P4) <i>Able to explain Global Strategic Marketing</i>
Deskripsi Singkat Mata Kuliah <i>Brief description of the course</i>	Mata kuliah pemasaran internasional menyajikan pandangan modern tentang Konsep Pemasaran Global, Tipologi Perusahaan, Lingkungan pemasaran global, Sosial budaya global, Lingkungan politik global, Segmentasi pasar global, Analisis pesaing global, Pengelolaan produk global, Pengelolaan distribusi global, Pengelolaan promosi global, dan global strategic marketing. <i>The International Marketing course provides a modern perspective on the concept of global marketing, types of companies, global marketing environment, global socio-cultural environment, global political environment, global market segmentation, global competitor analysis, global product management, global distribution management, global promotion management, and global strategic marketing.</i>
Bahan Kajian: Materi Pembelajaran <i>Learning Materials:</i>	1. Konsep Pemasaran Global dan Tipologi Perusahaan <i>Global Marketing Concept and Company Typology</i> 2. Lingkungan Keuangan Global <i>Global Financial Environment</i> 3. Sosial Budaya Global <i>Global Socio-Cultural Environment</i> 4. Lingkungan Politik Global <i>Global Political Environment</i> 5. Segmentasi Pasar Global <i>Global Market Segmentation</i> 6. Analisis Pesaing Global <i>Global Competitor Analysis</i> 7. Pengelolaan Produk Global <i>Global Product Management</i> 8. Global Strategic Marketing <i>Global Strategic Marketing</i>
Pustaka <i>References</i>	Utama: <i>Primary:</i> Wahyuni, Ni Made (2024). Manajemen Pemasaran (Perspektif Perilaku Manajerial). Penerbit: Scopindo Media Pustaka, ISBN: 978-623-365-623-8 Pendukung: <i>Supplement:</i> Wahyuni, Ni Made (2024). Perilaku Konsumen Online (Konsep, Pengukuran, Teori, Strategi. Penerbit: Media Sains Indonesia. ISBN: 978-623-512-040-9. Wahyuni, Ni Made (2024). Budaya Manajemen dan Kepemimpinan. Penerbit: Media Sains Indonesia. ISBN: 978-623-512-093-53.Laksmi, P. A. S., Saputra, K.A.K(2024). Exploring Entrepreneurship Orientation, Market Orientation, and TQM on Business Performance, International Journal of Advanced Engineering and Management Research, Vol. 6 (6), 2021, pp. 17-34. Market Orientation and Innovation Performance: Mediating Effects of Customer Engagement in SMEs, Journal of Economics, Business, and Accountancy Ventura Vol. 23, No. 1, April – July 2020, pages 28 – 37 An integrative model of market orientation on innovation performance, Journal of Management and Marketing Review, Vol. 5 (1), pp. 51-63 Pengaruh electronic word of mounth dan citra merek terhadap niat beli. Jurnal Ilmiah Manajemen dan Bisnis, Vol. 7 (1), 2022.
Dosen Pengampu	Dr. Ni Made Wahyuni, S.E., M.Agb

Matakuliah syarat Requirements course		-					
Mg Ke- Week	Kemampuan akhir tiap tahapan belajar (Sub-CPMK) <i>Expected ability of each learning stage (Sub-CLO)</i>	Penilaian <i>Assessment</i>		Strategi Pembelajaran & Metode Pembelajaran [Estimasi Waktu] <i>Learning Form, Learning Methods, Student Assignment, [Estimated time]</i>		Materi Pembelajaran dan Daftar Referensi [Pustaka] <i>Learning Materials [References]</i>	Bobot Penilaian (%) <i>Rating Weight (%)</i>
		Indikator <i>Indicators</i>	Teknik & Instrumen Penilaian <i>Criteria & Technic</i>	Luring <i>(offline)</i>	Daring <i>(online)</i>		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Mampu menelaah Konsep Pemasaran Global dan Tipologi Perusahaan (Sub CPMK 1)(C4) <i>Able to analyze global marketing concepts and company typologies</i>	Ketepatan dalam menelaah Konsep Pemasaran Global dan Tipologi Perusahaan <i>Accuracy in analyzing the Concept of Global Marketing and Company Typology</i>	Teknik: Kuis Technique: Quiz Instrumen: Jawaban singkat Instrument : Short answer question			Manajemen Pemasaran Marketing Management <i>Referensi:</i> Utama : 1 Pendukung : 1 dan 2	20%
2	Mampu menelaah Konsep Pemasaran Global dan Tipologi Perusahaan (Sub CPMK 1)(C4) <i>Able to analyze global marketing concepts and company typologies</i>	Ketepatan dalam menelaah Konsep Pemasaran Global dan Tipologi Perusahaan <i>Accuracy in analyzing the Concept of Global Marketing and Company Typology</i>					
3	Mampu menganalisis Lingkungan Keuangan Global (Sub CPMK 2)(C4) <i>Able to analyze the global financial environment</i>	Ketepatan dalam menganalisis Lingkungan Keuangan Global <i>Accuracy in analyzing the Global Financial Environment</i>	Teknik : Kuis Technique: Quiz Instrumen: Jawaban singkat			Manajemen Pemasaran Marketing Management	10%

4	Mampu menganalisis Lingkungan Keuangan Global (Sub CPMK 2)(C4) <i>Able to analyze the global financial environment</i>	Ketepatan dalam menganalisis Lingkungan Keuangan Global <i>Accuracy in analyzing the Global Financial Environment</i>	<i>Instrument: Short answer</i>
5	Mampu menganalisis Sosial Budaya Global (Sub CPMK 3)(C4) <i>Able to analyze global socio-cultural aspects</i>	Ketepatan dalam menganalisis Sosial Budaya Global <i>Accuracy in analyzing Global Socio-Cultural aspects</i>	Teknik: Kuis Technique: Quiz Instrumen: Jawaban Singkat Instrument: Short answer question
6	Mampu menganalisis Sosial Budaya Global (Sub CPMK 3)(C4) <i>Able to analyze global socio-cultural aspects</i>		
7	Mampu menganalisis Lingkungan Politik Global (Sub CPMK 4)(C4) <i>Able to analyze the global political environment</i>	Ketepatan dalam menganalisis Lingkungan Politik Global <i>Accuracy in analyzing the Global Political Environment</i>	Teknik: Kuis Technique: Quiz Instrumen: Jawaban Singkat Instrument: Short answer question
8	Mampu menganalisis Lingkungan Politik Global (Sub CPMK 4)(C4) <i>Able to analyze the global political environment</i>		

Strategi Pembelajaran:
strategi pembelajaran interaktif
Interactive learning strategies

Metode Pembelajaran:
Kuliah dan Diskusi

	<i>Referensi:</i> Utama : 1 Pendukung : 1 dan 2	
	Manajemen Pemasaran Marketing Management <i>Referensi:</i> Utama : 1 Pendukung : 1 dan 2	10%
	Manajemen Pemasaran Marketing Management <i>Referensi:</i> Utama : 1 Pendukung : 1 dan 2	10%

9	Mampu menelaah Segmentasi Pasar Global (Sub CPMK 5)(C4) <i>Able to Analyze Global Market Segmentation</i>	Ketepatan dalam menelaah Segmentasi Pasar Global	Teknik: Kuis Technique: Quiz Instrumen: Jawaban Singkat Instrument: Short answer question
10	Mampu menelaah Segmentasi Pasar Global (Sub CPMK 5)(C4) <i>Able to Analyze Global Market Segmentation</i>	<i>Accuracy in examining Global Market Segmentation</i>	
11	Mampu menjelaskan analisis pesaing global (Sub CPMK 6)(P4) <i>Able to explain a global competitor analysis.</i>	Ketepatan dalam menjelaskan analisis pesaing global	Teknik: Simulasi Technique: Simulation Instrumen: Rubrik Instrument: Rubric
12	Mampu menjelaskan analisis pesaing global (Sub CPMK 6)(P4) <i>Able to explain a global competitor analysis.</i>	<i>Accuracy in explaining global competitor analysis</i>	
13	Mampu menjelaskan Pengelolaan Produk Global (Sub CPMK 7)(P4) <i>Able to explain global product management.</i>	Ketepatan dalam menjelaskan Pengelolaan Produk Global	Teknik: Simulasi Technique: Simulation

Kelompok
Lectures and Group Discussions

Waktu:
2 x 50 Menit
2 x 50 Minutes

	Manajemen Pemasaran	10%
	Marketing Management <i>Referensi:</i> Utama : 1 Pendukung : 1 dan 2	
	Manajemen Pemasaran	10%
	Marketing Management <i>Referensi:</i> Utama : 1 Pendukung : 1 dan 2	
	Manajemen Pemasaran	20%
	Marketing Management	

14	Mampu menjelaskan Pengelolaan Produk Global (Sub CPMK 7)(P4) <i>Able to explain global product management.</i>	<i>Accuracy in explaining Global Product Management</i>	Instrumen: Rubrik Instrument: Rubric			
15	Mampu menjelaskan Global Strategic Marketing (Sub CPMK 8)(P4) <i>Able to explain Global Strategic Marketing</i>	Ketepatan dalam menjelaskan Global Strategic Marketing	Teknik: Simulasi Technique: Simulation Instrumen: Rubrik Instrument: Rubric			Manajemen Pemasaran Marketing Management 10%
16	Mampu menjelaskan Global Strategic Marketing (Sub CPMK 8)(P4) <i>Able to explain Global Strategic Marketing</i>					

Cetak Biru Penilaian atau Rencana Asesmen dan Evaluasi (RAE)					
Sub CPMK	Teknik penilaian	CPL P1	CPL P3	CPL K1	Bobot asesmen
		30%	35%	35%	
Sub-CPMK 1	Quiz-Short answer question		x		20
Sub-CPMK 2	Quiz-Short answer question	x			10
Sub-CPMK 3	Quiz-Short answer question	x			10
Sub-CPMK 4	Quiz-Short answer question	x			10
Sub-CPMK 5	Quiz-Short answer question	x			10
Sub-CPMK 6	Simulation - Rubrik			x	10
Sub-CPMK 7	Simulation - Rubrik			x	20
Sub-CPMK 8	Simulation - Rubrik			x	10
Total					100