






**ESTU MAHANANI., SP., M.M**  
**Marketing Management (3 SKS)**

No	Mahasiswa	Foto	01	02	03	04	05	06	07	08	09	10	11	12	13	14
			2020-09-22	2020-09-29	2020-10-06	2020-10-13	2020-10-20	2020-10-27	2020-11-03	2020-11-24	2020-12-01	2020-12-08	2020-12-15	2020-12-22	2021-01-05	2021-01-12
1	1714190015 NADYA TRISNA OKTAVIA		Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir
2	1714190030 NADYA CHRISTIN NATALI		Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir
3	1714190034 FIKRI DWI SETYATMAJA		Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir
4	1714190048 NANDA ROMAULI LUMBAN BATU		Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir
5	1714190054 JOVINDA PUTRI YULIANI		Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir	Hadir

# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 29 September 2020

**Week 2. Sept 29, 2020**

Assalamualaikum wr.wb.

Morning class, today we are going to study Ch.2. Developing Marketing Strategies and Plans

Hereby is my teaching material, sorry I can't meet all of u in "zoom meeting" because I am still in recovery.

(Download the material and do the assignment below, just for the second person).

Thx and stay healthy,

Mam Estu

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Week 2. Sept 29, 2020

Developing Marketing Strategies and Plans

Chapter Questions

1. How does marketing affect customer value?
2. How is strategic planning carried out at different levels of the organization?
3. What does a marketing plan include?
4. Explain about Customer Relationship Management and give the example?
5. Give the example of Executive summary in Marketing Plan?

Wassalam,

Mam Estu

File Tugas :

### Mahasiswa





FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1714190015	NADYA TRISNA OKTAVIA TGL. ABSEN : Tuesday, 29 September 2020 08:15:17	Tuesday, 29 September 2020 08:15:00	
	1714190030	NADYA CHRISTIN NATALI TGL. ABSEN : Tuesday, 29 September 2020 08:24:14		
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## ESTU MAHANANI., SP., M.M Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 06 October 2020

**Assalamualikum**

The attachment below are the material and the assignment for today. (Plz download it)

Sorry we can't meet in zoom cause I must prepare for Ikraith Webinar tomorrow.

Thx for your understanding.

Best regards,

Mam Estu

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Week 3. Oct 06, 2020






Gathering Information and Scanning the Environment

Chapter Questions

1. What information do you need to make the decisions of building new business?
2. What are the four most helpful improvements that could be made in the present marketing information system?
3. What are the key methods for tracking and identifying opportunities in the macroenvironment?
4. What are some important macroenvironment developments?
5. What special studies do you periodically request for developing your business?

File Tugas :

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FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1714190015	NADYA TRISNA OKTAVIA TGL. ABSEN : Tuesday, 06 October 2020 09:56:42	Tuesday, 06 October 2020 11:12:00	<a href="#">Assignment Week 3 _ Nadya Trisna.docx</a>
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## ESTU MAHANANI., SP., M.M

### Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 13 October 2020

**ASSALAMUALAIKUM WR.WB**

Today, we have zoom meeting @ 10.20?

The material and assignment are below (see the attachment)

Best regards,

Mam Estu

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Week 4. Oct 13 2020---






*Conducting Marketing Research and Forecasting Demand*

Chapter Questions

1. What constitutes good marketing research?
2. What are good metrics for measuring marketing productivity?
3. How can marketers assess their return on investment of marketing expenditures?
4. How can companies more accurately measure and forecast demand?
5. Give an example of Marketing Research according to the process below:
  - Define the problem
  - Develop the research plan
  - Collect information
  - Analyze information
  - Present findings
  - Make decision

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	1714190015	NADYA TRISNA OKTAVIA TGL. ABSEN : Tuesday, 13 October 2020 09:43:29	Tuesday, 13 October 2020 11:16:00	
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## ESTU MAHANANI., SP., M.M Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 20 October 2020

Assalamualaikum wr.wb.

Morning class, hope we are well and healthy.

Today, our topic is about "Creating Customer Value, Satisfaction, and Loyalty"

It is usually used as an dependent variables in the final thesis.

The material and the assignment are stated in the attachment below.

Ok class.

Best Regards,

Estu

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Week 5. Oct 20, 2020---Nadya Christin

Creating Customer Value, Satisfaction, and Loyalty

- What are customer value, satisfaction, and loyalty, and how can companies deliver them?
- What is the lifetime value of customers?
- How can companies both attract and retain customers?
- How can companies deliver total quality?
- What is database marketing?

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## ESTU MAHANANI., SP., M.M Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 27 October 2020

Assalamualaikum wr.wb.

Morning class, hope we are in healthy condition.

Today, our topic is about "Analyzing Consumer Markets"

We study about the factors which are influencing the Consumer Behavior and Theories of Consumer Decision Making.

The material and the assignment are stated in the attachment below.

Ok class.

Best Regards,

Estu

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Week 6. Oct 27, 2020---Jovinda

### Chapter Questions

- How do consumer characteristics influence buying behavior?
- What major psychological processes influence consumer responses to the marketing program?
- How do consumers make purchasing decisions?
- How do marketers analyze consumer decision making?
- Explain briefly the theories of Consumer Decision Making: Involvement and Decision Heuristics.

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	1714190054	JOVINDA PUTRI YULIANI TGL. ABSEN : Tuesday, 27 October 2020 10:35:39	Tuesday, 27 October 2020 10:36:00	<a href="#">The Assignment of Marketing Management week 6 (Jovinda).docx</a>
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## ESTU MAHANANI., SP., M.M Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 03 November 2020

**Week 7. Nov 03, 2020**

Assalamualaikum wr.wb.

Morning class, hope we are well and healthy.

Today, our topic is about "Identifying Market Segments, Targets and Positioning".

We study about The different levels of market segmentation, Steps in segmentation process, Effective Segmentation Criteria, Effective targeting requires, Effective positioning in the market.

The material and the assignment are stated in the attachment below.

Ok class.

Best Regards,

Estu

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Week 7. Nov 03, 2020---Nanda

Chapter Questions

- How should a company choose the most attractive target markets?
- What are the requirements for effective segmentation?
- How can a firm choose and communicate an effective positioning in the market?
- What marketing strategies are appropriate at each stage of the product life cycle?
- What are the implications of market evolution for marketing strategies?

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### Mahasiswa

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# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 24 November 2020

**Week 08. November 24, 2020**

Assalamualaikum wr.wb.

Morning class, hope we are well and healthy.

Today, our topic is about "Dealing with Competition"

We study about Five Forces Determining Industrial Competition, Analyzing Competitors, Competitive Strategies and Balancing Orientations.

The material, the assignment and the answer of the mid test exams are stated in the attachment below.

I already input the Mid test Score.

Ok class.

Best Regards,

Mam Estu






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### Chapter Questions for NADYA TRISNA

- How do marketers identify primary competitors?
- How should we analyze competitors' strategies, objectives, strengths, and weaknesses?
- How can market leaders expand the total market and defend market share?
- How should market challengers attack market leaders?
- How can market followers or nichers compete effectively?

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# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 01 December 2020

**Week 09. December 01, 2020**

Assalamu'alaikum wr.wb.

Morning class, hope we are well and healthy.

Today, our topic is about "Setting Product Strategy" & "Designing and Managing Services":

- We study about Product Levels, Product Classification, Product Differentiation, Product Hierarchy, Product Line Analysis, packaging, labeling, warranties, and guarantees as marketing tools.
- We study about Categories of Service Mix, Service Distinctions, Determinants of Service Quality and Developing Brand Strategies for Services.

The material and the assignment are stated in the attachment below.

Ok class.

Best Regards,

Mam Estu






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### Chapter Questions for FIKRI

- How can a company build and manage its product mix and product lines?
- How can companies combine products to create strong co-brands or ingredient brands?
- How can companies use packaging, labeling, warranties, and guarantees as marketing tools?
- How can companies develop Brand Strategies for Services?
- Explain the determinants of Service Quality?

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# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 08 December 2020

**Week 10. December 08, 2020**

Assalamu'alaikum wr.wb.

Morning class, hope we are well and healthy.

Today, our topic is about "Developing Pricing Strategies and Programs". We study about:

1. Consumer Psychology and Pricing
2. Possible Consumer Reference Prices
3. Price Cues
4. Steps in Setting Price
5. Price-Adaptation Strategies
6. Promotional Pricing Tactics
7. Differentiated Pricing and Price Discrimination
8. Increasing Prices

The material and the assignment are stated in the attachment below.

Ok class.

Best Regards,

Mam Estu

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### Chapter Questions for Nadya Christin

- How do consumers process and evaluate prices?
- How should a company set prices initially for products or services?
- How should a company adapt prices to meet varying circumstances and opportunities?
- When should a company initiate a price change?
- How should a company respond to a competitor's price challenge?

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### Mahasiswa






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# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 15 December 2020

**Week 11. Dec 15, 2020**

Assalamu'alaikum wr.wb.

Morning class, hope we are well and healthy.

Today, our topic is about "Designing and Managing Value Networks and Channels"

We study about:

- Channels and Marketing Decisions
- Categories of Buyers
- Buyer Expectations for Channel Integration
- Channel Member Functions
- Designing a Marketing Channel System
- Identifying Channel Alternatives
- Channel-Management Decisions

The material is stated in the attachment below.

There is no assignment until Final Exam, but hereby with is the excercise for the final exam preparation.

Ok class.

Best Regards,

Mam Estu

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### Chapter Questions for Final Exams Preparation

- What is a marketing channel system and value network?
- What work do marketing channels perform?
- How should channels be designed?
- What decisions do companies face in managing their channels?
- How should companies integrate channels and manage channel conflict?
- What is the future for E-commerce?

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	1714190034	FIKRI DWI SETYATMAJA TGL. ABSEN : Tuesday, 15 December 2020 17:06:52	Tuesday, 15 December 2020 17:07:00	<a href="#">38_6_TUGAS MM 1.docx</a>
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## ESTU MAHANANI., SP., M.M Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 22 December 2020

**Week 12. Dec 22, 2020**

**Assalamu'alaikum wr.wb.**

**Morning class, hope we are well and healthy.**

**Today, our topic is about "Managing Retailing, Wholesaling, and Logistics".**

**The material is stated in the attachment below.**

**There is no more assignment, but there are some questions for final exams preparation.**

**Ok class.**

**Best Regards,**

**Mam Estu**






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**Chapter Questions for exercise:**

- **What major types of marketing intermediaries occupy this sector?**
- **What marketing decisions do these marketing intermediaries make?**
- **What are the major trends with marketing intermediaries?**

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	1714190054	<b>JOVINDA PUTRI YULIANI</b> TGL. ABSEN : Tuesday, 22 December 2020 13:14:26	Tuesday, 22 December 2020 13:15:00	
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# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 05 January 2021

**Week 13. Dec 22, 2020**

**Assalamu'alaikum wr.wb.**

**Morning class, hope we are well and healthy.**

**Today, our topic is about "Managing Personal Communications".**

**We study about:**

- Direct Marketing channels
- Public Issues in Direct Marketing
- Elements of the Offer Strategy
- Types of Telemarketing
- Other Media for Direct Response
- Designing an Attractive Web Site
- Ease of Use and Attractiveness
- Online Ads
- Designing a Sales Force
- Types of Sales Representatives
- Sales tasks and Managing the Sales Force
- Components of Sales Force Compensation
- Steps in Effective Selling

The material is stated in the attachment below. There is no assignment, only Chapter Questions for Final Exams Preparation.

- Ok class
- Best Regards,

Mam Estu

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### Chapter Questions for Final Exams Preparation

- How can companies use integrated direct marketing for competitive advantage?
- How can companies do effective e-marketing?
- What decisions do companies face in designing a sales force?
- How do companies manage a sales force efficiently?
- How can salespeople improve selling, negotiating, and relationship marketing skills?

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### Mahasiswa




FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
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	1714190034	FIKRI DWI SETYATMAJA TGL. ABSEN : Tuesday, 05 January 2021 16:39:48		

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# ESTU MAHANANI., SP., M.M

## Marketing Management (3 SKS)

Tanggal Mengajar : Tuesday, 12 January 2021

**Week 14.**

**JANUARY 12, 2021**

**Assalamu'alaikum wr.wb.**

**Morning class, hope we are well and healthy.**

**Today, our topic is about "Introducing New Market Offerings".**

**We study about:**

- **Categories of New Products**
- **Factors That Limit New Product Development**
- **Idea Generation: Creativity Techniques**
- **Variations on Failure**
- **Concepts in Concept Development**
- **Concept Testing**
- **Marketing Strategy**
- **Product Development**
- **Consumer Goods Market Testing**
- **Timing of Market Entry**
- **Stages in the Adoption Process**
- **Characteristics of an Innovation**

**This our last meeting in Even Semester 2020/2021.**

**I do apologize if there was a miscommunication in our class.**

**The material and the assignment are stated below**

**Next week there will be a final exam, hopefully, all of you could do it successfully.**

**See you in the better condition.**

**Wassallam,**

**Mam Estu**

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### Chapter Questions for Final Exams Preparation

- **What challenges does a company face in developing new products?**
- **What organizational structures are used to manage new-product development?**
- **What are the main stages in developing new products?**
- **What is the best way to set up the new-product development process?**
- **What factors affect the rate of diffusion and consumer adoption of newly launched products?**

**File Tugas :**

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FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1714190015	NADYA TRISNA OKTAVIA TGL. ABSEN : Tuesday, 12 January 2021 10:19:44	Tuesday, 12 January 2021 10:20:00	
	1714190030	NADYA CHRISTIN NATALI TGL. ABSEN : Tuesday, 12 January 2021 10:16:06	Tuesday, 12 January 2021 10:16:00	
FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS









FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1714190034	<b>FIKRI DWI SETYATMAJA</b> TGL. ABSEN : Tuesday, 12 January 2021 18:49:02	Tuesday, 12 January 2021 18:58:00	<a href="#">38_6_QUESTION UAS.docx</a>
	1714190048	<b>NANDA ROMAULI LUMBAN BATU</b> TGL. ABSEN : Tuesday, 12 January 2021 11:10:13	Tuesday, 12 January 2021 11:13:00	
	1714190054	<b>JOVINDA PUTRI YULIANI</b> TGL. ABSEN : Tuesday, 12 January 2021 10:03:16	Tuesday, 12 January 2021 10:04:00	

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
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**Dosen : ESTU MAHANANI., SP., M.M**

**Marketing Management (3 SKS)**

**SELASA 10:20 - 12:50**

NO.	NIM	NAMA	FOTO	NILAI UAS	NILAI UTS	NILAI TUGAS	TOTAL
1	1714190015	NADYA TRISNA OKTAVIA		94 (40%)	81 (30%)	85 (30%)	87.4
2	1714190030	NADYA CHRISTIN NATALI		94 (40%)	85 (30%)	85 (30%)	88.6
3	1714190034	FIKRI DWI SETYATMAJA		90 (40%)	80 (30%)	85 (30%)	85.5
4	1714190048	NANDA ROMAULI LUMBAN BATU		94 (40%)	87 (30%)	85 (30%)	89.2
5	1714190054	JOVINDA PUTRI YULIANI		92 (40%)	84 (30%)	85 (30%)	87.5