



SILABUS MATA KULIAH

Mata Kuliah : Strategi Pemasaran Pariwisata
Kode :
SKS/Semester : 3/ Ganjil
Dosen/Kode : Dr. Lili Adi Wibowo, S.Sos, S.Pd., MM./2060 Kode: LAW

1. Tujuan Mata Kuliah

Mahasiswa memahami konsep dasar *market-driven strategy*, proses dan fungsi/dimensi marketing strategik, serta terampil mengaplikasikannya dalam perencanaan dan pengendalian kegiatan pemasaran pariwisata

2. Deskripsi Ringkas

Mata kuliah ini membahas konsep dasar *market-driven strategy* dan proses pemasaran strategik pariwisata yang mencakup: analisis situasi strategik, penyusunan strategi pemasaran, pengembangan program pemasaran, implementasi dan pengendalian strategi pemasaran, serta berbagai kasus yang relevan.

3. Sumber/Referensi

1. Cravens, David W. and Nigel F. Piercy, 2009, **Strategic Marketing**, Ninth Edition, International Edition, McGraw-Hill, Boston. New York.
2. Walker, Orville C., Jr., John W. Mulins, Harper W. Boyd, Jr., and Jean-Claude Larreche, 2008, **Marketing Strategy, A Decision-Focused Approach** Seventh Edition, Irwin McGraw-Hill, Boston.
3. Day, George S., 1999, **Market Driven Strategy**, The Free Press, New York.
4. Philip Kotler, 2008, **A Framework For Marketing Management**, Third Edition, Prentice Hall, New Jersey.
5. Philip Kotler, 2008, **A Framework For Marketing Management**, Third Edition, Prentice Hall, New Jersey.
6. Fandy Tjiptono, Gregorius Chandra, Dadi Adriana, 2008, Pemasaran Strategik, CV. Andi Offset (Penerbit Andi)
7. Ali Hasan, 2008, Marketing, MedPress, Yogyakarta
8. Hermawan Kartajaya & Yuswohady, 2005, **Attracting Tourists Traders Investors**; Strategi Memasarkan Daerah di Era Otomoni, Gramedia Pustaka Utama.

4. Pokok Bahasan

Sesi	Hari	Materi	Sub Pokok Bahasan
1		Introduction	<ul style="list-style-type: none"> • Review Marketing • Discusses
2		I. STRATEGIC MARKETING 1. Imperative for Market-Driven Strategy	<ul style="list-style-type: none"> • Market Driven Strategy • Corporate, Business and Marketing Strategy • Challenges of New Era of Strategic Marketing • Cases
3		II. MARKETS, SEGMENTS AND CUSTOMER VALUE 2. Markets and Competitive Space	<ul style="list-style-type: none"> • Markets and Strategies • Matching Needs with Product Benefits • Describing and Analyzing End Users • Analyzing Competition • Market Size Estimation • Developing a Strategic Vision About the Future • Cases
4		3. Strategic Marketing Segmentation	<ul style="list-style-type: none"> • Levels and Type of Market Segmentation • Market-Driven Strategy and Segmentation • Activities and Decisions in Market • Segmentation • Defining the Market to Be Segmented • Identifying Market Segments • Forming Market Segments • Finer Segmentation Strategies • Selecting the Segmentation Strategies • Cases
5		4. Strategic Customer Relationship Management	<ul style="list-style-type: none"> • Pivotal Role of Customer Relationship Management • Developing a CRM Strategy • Value Creation Process • CRM and Strategy Marketing
6		5. Capabilities for Learning About Customers and Markets	<ul style="list-style-type: none"> • Market Driven Strategy, Market Sensing and Learning Process • Marketing Information and Knowledge Resources • Marketing Intelligence and Knowledge Management • Ethical Issues in Collecting and Using Information
7		III. DESIGNING MARKET – DRIVEN STRATEGIES 6. Market Targeting and Strategic Positioning	<ul style="list-style-type: none"> • Market Targeting Strategy • Targeting in Different Marketing Environments • Positioning Strategy • Developing the Positioning Strategy

Sesi	Hari	Materi	Sub Pokok Bahasan
			<ul style="list-style-type: none"> • Determining Positioning Effectiveness
8		7. Strategic Relationships	<ul style="list-style-type: none"> • The Relationle for Inteorganizational Relationships • Forms of Organizational Relationships • Managing Interorganizational Realtionships • Global Relationships Among Organizations
		8. Innovation and New Product Strategy	<ul style="list-style-type: none"> • Innovation as a Customer Driven Process • New Product Planning • Ide Generation • Screeming, Evaluating and Business Analysis • Product and Process Development • Marketing Strategy and Market Testing • Commercilazation • Variations in the Generic New Product • Planning Process
9		Ujian Tengah Semester	
10		IV. MARKET DRIVEN PROGRAM DEVELOPMENT 9. Strategic Brand Management	<ul style="list-style-type: none"> • Strategic Brand Management • Strategic Brand Analysis • Brand Equity Measurement and Management • Brand Identity Strategy • Managing Brand Strategy • Managing the Brand Portofolio • Brand Leveraging Strategy
11		10. Value Chain Strategy	<ul style="list-style-type: none"> • Strategic Role of Value Chain • Channel Strategy • Managing the Channel • International Channels
12		11. Pricing Strategy	<ul style="list-style-type: none"> • Strategic Role of Price • Analyzing the Pricing Situation • Slecting the pricing Strategy • Determining Specific Prices and Policies
13		12. Promotion, Advertising and Sales Promotion Strategies	<ul style="list-style-type: none"> • Promotion Strategy • Advertising Strategy • Sales Promotion Strategy
		13. Sales Force, Internet and Direct Marketing Strategies	<ul style="list-style-type: none"> • Sales Force Strategy • Internet Strategy • Direct Marketing Strategies

Sesi	Hari	Materi	Sub Pokok Bahasan
14		IV. IMPLEMENTING AND MANAGING MARKET-DRIVEN STRATEGIES 14. Designing Market Driven Organization	<ul style="list-style-type: none"> • Trend in Organization Design • Organizing for Market Driven Strategy • Marketing Departements • Structuring Marketing Resoruces • Organizing for Global Marketing and Global Customers
15		15. Marketing Strategy Implementation and Control	<ul style="list-style-type: none"> • The Strategy Marketing Planning Process • Implementing the Strategic Marketing Plan • Strategic Marketing Evaluation and Control • Marketing Performance Measurement • Global Issues for Planning, Implementation and Control
16		Ujin Akhir Semester	

Tugas :

1. **Akhir (Wajib)** : Analisis Strategi Pemasaran pada Pariwisata
2. **Mingguan** : Setiap akhir pertemuan. Dikumpulkan kepada Dosen ybs.
3. **Presentasi** : Individu **setiap Mahasiswa**

Penilaian

- Kehadiran : Minimal 85%
- Partisipasi dalam diskusi di kelas
- Presentasi
- Pengumpulan Tugas sesuai waktu yang ditentukan
- Total Nilai : $\frac{(\text{Tugas mingguan} \times 2) + (\text{Tugas Akhir} \times 6) + (\text{UTS} \times 4) + (\text{UAS} \times 4)}{12}$

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Dosen

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