

KONTRAK PERKULIAHAN

Mata kuliah : MANAJAMEN PEMASARAN YANKES
Semester/ SKS : VI/ 2 SKS
Dosen Pengampu : Neni Oktavia, S.S.T. Keb, M.Kes.

Kriteria Penilaian

Kriteria penilaian yang digunakan mengacu pada Pedoman Akademik FKM Universitas Bakti Indonesia TA 2021/2022. Dalam menentukan nilai akhir akan digunakan pembobotan sebagai berikut :

1. Tugas/quiz = 20%
2. UTS = 40%
3. UAS = 40%

Jadwal Kuliah

No	Pertemuan	Pokok/Sub Pokok Bahasan	Metode	Dosen
1.	1	Kontrak kuliah dan Pengantar	Ceramah	Neni
2.	2	Management & Marketing	Ceramah Diskusi	Neni
3.	3	1. Marketing Management. 2. New Era of Marketing.	Tugas dan Diskusi	Neni
4	4 - 5	1. <i>Tangible & Intangible Goods Concept.</i> 2. <i>Marketing Mix (7Ps) Concept.</i> 3. <i>Services Management.</i>	Tugas dan Diskusi	Neni
5	6	1. <i>Role of Marketing for Health Care Organization.</i> 2. <i>Hospital Marketing Concept & Structure.</i> 3. <i>Hospital Branding.</i>	Ceramah Diskusi	Neni
6	7	1. <i>Health Promotion for Hospital.</i> 2. <i>Marketing Ethic for Hospital.</i> 3. <i>Publication & Advertise for Hospital.</i>	Tugas dan Diskusi	Neni
		Ujian Tengah Semester		
7	8-9	1. <i>Consumer Behaviour.</i> 2. <i>Customer Perceived Value Concept.</i> 3. <i>Developing Customer Perceived Value.</i>	Ceramah dan Diskusi	Neni

8	10-11	<ol style="list-style-type: none"> 1. <i>Strategy Segmentation-Positioning-Targeting.</i> 2. <i>Dealing with Competition.</i> 	Tugas dan Diskusi	Neni
9	12-14	<ol style="list-style-type: none"> 1. <i>Responsive Hospital.</i> 2. <i>Adaptive Hospital.</i> 3. <i>Innovative Hospital.</i> 	Ceramah dan Diskusi	Neni
10	15-16	<ol style="list-style-type: none"> 1. <i>Communication and Marketing Relationship Concept.</i> 2. <i>Developing Hospital Marketing Relationship Strategy.</i> 	Ceramah dan Diskusi	Neni
		Ujian Akhir Semester		