

		<b>Universitas Negeri Surabaya</b> <b>Faculty of Social and Legal Sciences</b> <b>Communication Science Bachelor Study Program</b>					<b>Document Code</b>																																									
<b>SEMESTER LEARNING PLAN</b>																																																
<b>Courses</b>		<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>			<b>SEMESTER</b>	<b>Compilation Date</b>																																								
Introduction to Advertising		7020103062		T=3	P=0	ECTS=4.77	2	July 18, 2024																																								
<b>AUTHORIZATION</b>		<b>SP Developer</b>		<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>																																									
		.....		.....			Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																									
<b>Learning model</b>	Case Studies																																															
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																																															
	Program Objectives (PO)																																															
	PLO-PO Matrix																																															
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 50px; height: 20px;">P.O</td> <td colspan="15"></td> </tr> </table>							P.O																																							
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PO Matrix at the end of each learning stage (Sub-PO)																																																
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 30px; height: 20px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> <td style="width: 20px;">5</td> <td style="width: 20px;">6</td> <td style="width: 20px;">7</td> <td style="width: 20px;">8</td> <td style="width: 20px;">9</td> <td style="width: 20px;">10</td> <td style="width: 20px;">11</td> <td style="width: 20px;">12</td> <td style="width: 20px;">13</td> <td style="width: 20px;">14</td> <td style="width: 20px;">15</td> <td style="width: 20px;">16</td> </tr> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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<b>Short Course Description</b>	This course is intended to provide an understanding of advertising as part of the study of communication science. The discussion in this course includes an introduction to the basics of advertising, from history, concepts, processes to the development of modern advertising.																																															
<b>References</b>	<b>Main :</b>																																															
	<ol style="list-style-type: none"> <li>1. Jewler and Drewniani. 2001. Creative Strategy in Advertising. 7TH Edition. Wadsworth.</li> <li>2. Sutherland, Max &amp; Alice K. Sylvester [2005] Advertising and The Mind of The Consumer: Bagaimana mendapatkan untung berlipat lewat iklan yang tepat</li> <li>3. M Arif Budiman. 2008. Jualan Ide Segar . Galang Press.</li> <li>4. Rendra Widyatama. 2007. Pengantar Periklanan. Pustaka Book Publisher</li> <li>5. Madjadikara, S. Agus [2004] Bagaimana Biro Iklan Memproduksi Iklan: Bimbingan Praktis Penulisan Naskah Iklan  Jakarta: Gramedia Pustaka Utama.</li> <li>6. Prieler. Advertising in the Aging Society . 2016. Palgrave Macmillan UK</li> <li>7. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLIC RELATIONS, MARKETING AND BRANDING. Wiley Blackwell</li> </ol>																																															
	<b>Supporters:</b>																																															
<b>Supporting lecturer</b>	Vinda Maya Setianingrum, S.Sos., M.A. Tsuroyya, S.S., M.A. Puspita Sari Sukardani, S.T., M.Med.Kom.																																															
<b>Week-</b>	<b>Final abilities of each learning</b>	<b>Evaluation</b>			<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>			<b>Learning materials</b> [	<b>Assessment Weight (%)</b>																																							

	stage (Sub-PO)	Indicator	Criteria & Form	Offline ( <i>offline</i> )	Online ( <i>online</i> )	References ]	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to know about advertising history	- Students can know and explain advertising history		3 X 50			0%
2	Students are able to know about the influence of advertising and its functions	- Students are able to explain the influence of advertising and its functions		3 X 50			0%
3	Students are able to know about advertising as communication	- Students are able to understand and explain advertising as communication		3 X 50			0%
4	Students are able to understand environmental structures in the world of advertising	Students are able to understand and explain environmental structures in the world of advertising		3 X 50			0%
5	Students are able to understand advertising in marketing plans	- Students are able to understand and explain advertising in marketing plans		3 X 50			0%
6	Students are able to understand product differentiation and positioning	- Students are able to understand and explain product differentiation and positioning		3 X 50			0%
7	Students are able to differentiate between hard sell and soft sell advertising types	- Students are able to identify and explain the differences between hard sell and soft sell advertising		3 X 50			0%
8	Midterm exam			3 X 50			0%
9							0%
10							0%
11							0%
12							0%
13							0%
14							0%
15							0%
16							0%

**Evaluation Percentage Recap: Case Study**

No	Evaluation	Percentage
		0%

## Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.