



**Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Management Study Program**

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Marketing Communications	6120102050	Study Program Elective Courses	T=2	P=0	ECTS=3.18	7	June 8, 2022
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Nindria Untarini, SE., M.Si		Yessy Artanti, S.E., M.Si.			Yuyun Isbanah, S.E., M.SM.	

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																				
	PLO-14	(PLO 1) Graduates are able to master management theory as a whole																																																																																			
	Program Objectives (PO)																																																																																				
	PO - 1	C4. Students are able to carefully examine theories in the field of Marketing Communication																																																																																			
	PO - 2	P5. Students are able to create interesting marketing communication strategies in accordance with theories and objects																																																																																			
	PO - 3	A5. Students are able to show tough, collaborative, adaptive, innovative and entrepreneurial character in Marketing Communication learning activities																																																																																			
	PLO-PO Matrix																																																																																				
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td>PLO-14</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> </tr> </table>	P.O	PLO-14	PO-1		PO-2		PO-3																																																																												
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																					
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Short Course Description	The Marketing Communications course is given to Bachelor of Management students with a marketing concentration to learn how companies carry out marketing communications. Through this course students will learn the marketing communications mix and the marketing communications process carried out by companies and learn to design an integrated marketing communications mix for MSMEs. The learning method applied is student-centred where students actively seek learning resources and construct their knowledge in accordance with learning objectives
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References	Main :	
		<ol style="list-style-type: none"> Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion , 8 ed. South- Western, Cengage Learning. Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective , 8th ed. McGraw-Hill, Irwin. Kasali, R. 2000, Management Public Relations Konsep dan Aplikasinya di Indonesia . Grafiti.
	Supporters:	<ol style="list-style-type: none"> Clow, Kenneth E & Donald Baack. 2018. Integrated Advertising, Promotion, and Marketing Communications Eighth Edition Global Edition. Harlow: Pearson Education Limited Rosa Prafitri Juniarti, Adi Zakaria Afiff. 2020. Consumer response to different advertising appeals: The role of brand value and the perceptual fit of an extended brand for high-involvement products. JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen. 17(2). 135-155

Supporting lecturer		Dr. Yessy Artanti, S.E., M.Si.					
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to explain the basics of integrated marketing communications.	<ol style="list-style-type: none"> 1. Students are able to describe integrated marketing communications. 2. Students are able to explain brand management. 3. Students are able to detail the integrated marketing communications planning process. 	Criteria: holistic rubric Form of Assessment : Participatory Activities	Face to face, group discussion, case study 2 X 50		Material: basics of integrated marketing communications. References: <i>Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion, 8 ed. South-Western, Cengage Learning.</i> <hr/> Material: basics of integrated marketing communications. Bibliography: <i>Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective, 8th ed. McGraw-Hill, Irwin.</i> <hr/> Material: basics of integrated marketing communications. References: <i>Kasali, R. 2000, Public Relations Management Concepts and Applications in Indonesia. Graffiti.</i>	5%

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4	Students are able to compare advertising tools in integrated marketing communications.	<ol style="list-style-type: none"> 1. Students are able to describe advertising campaign management. 2. Students are able to choose advertising designs. 3. Students are able to differentiate traditional media channels 	<p>Criteria: holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	Face to face, group discussion, case study 2 X 50		<p>Material: comparing advertising tools in integrated marketing communications. References: <i>Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion, 8 ed. South-Western, Cengage Learning.</i></p> <hr/> <p>Material: comparing advertising tools in integrated marketing communications. Bibliography: <i>Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective, 8th ed. McGraw-Hill, Irwin.</i></p> <hr/> <p>Material: comparing advertising tools in integrated marketing communications. References: <i>Kasali, R. 2000, Public Relations Management Concepts and Applications in Indonesia. Graffiti.</i></p>	2%
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7	Students are able to explain regulations and ethical concerns in integrated marketing communications	Students are able to explain regulations and ethical concerns.	Criteria: holistic rubric Form of Assessment : Participatory Activities	Face to face, group discussion, case study 2 X 50		Material: regulations and ethical concerns in integrated marketing communications. References: <i>Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion, 8 ed. South-Western, Cengage Learning.</i> <hr/> Material: regulations and ethical concerns in integrated marketing communications. Bibliography: <i>Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective, 8th ed. McGraw-Hill, Irwin.</i> <hr/> Material: regulations and ethical concerns in integrated marketing communications. References: <i>Kasali, R. 2000, Public Relations Management Concepts and Applications in Indonesia. Graffiti.</i>	3%
8	Midterm exam	Review of Materials and Case Studies in Marketing Communications	Criteria: scoring guidelines Form of Assessment : Test	Written test 2 X 50			20%

9	Students are able to compare digital and alternative marketing.	<ol style="list-style-type: none"> 1. Students are able to explain digital marketing. 2. Students are able to describe social media. 3. Students are able to describe alternative marketing. 	<p>Criteria: holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	Face to face, group discussion, case study 2 X 50		<p>Material: comparing digital and alternative marketing References: <i>Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion, 8 ed. South-Western, Cengage Learning.</i></p> <hr/> <p>Material: comparing digital and alternative marketing References: <i>Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective, 8th ed. McGraw-Hill, Irwin.</i></p> <hr/> <p>Material: comparing digital and alternative marketing Reference: <i>Kasali, R. 2000, Public Relations Management Concepts and Applications in Indonesia. Graffiti.</i></p>	5%
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12	Students are able to compare promotional tools in integrated marketing communications.	<ol style="list-style-type: none"> 1. Students are able to compare database marketing and direct response as well as personal selling. 2. Students are able to describe sales promotions. 3. Students are able to compare public relations and sponsorship programs. 	<p>Criteria: holistic rubric</p> <p>Form of Assessment : Participatory Activities</p>	Face to face, group discussion, case study 2 X 50		<p>Material: comparing promotional tools in integrated marketing communication</p> <p>Reference: <i>Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion, 8 ed. South-Western, Cengage Learning.</i></p> <hr/> <p>Material: comparing promotional tools in integrated marketing communications</p> <p>References: <i>Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective, 8th ed. McGraw-Hill, Irwin.</i></p> <hr/> <p>Material: comparing promotional tools in integrated marketing communications</p> <p>Reference: <i>Kasali, R. 2000, Public Relations Management Concepts and Applications in Indonesia. Graffiti.</i></p>	3%
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15	Students are able to evaluate integrated marketing communications programs.	Students are able to evaluate integrated marketing communications programs.	Criteria: holistic rubric Form of Assessment : Participatory Activities	Face to face, group discussion, case study 2 X 50		Material: evaluating integrated marketing communications programs. References: <i>Shimp, Terence A, 2010, Integrated Marketing Communication in Advertising and Promotion, 8 ed. South-Western, Cengage Learning.</i> <hr/> Material: evaluating integrated marketing communications programs. Bibliography: <i>Belch, George E, and Belch. Michael A, 2009, Advertising and Promotion, an Integrated Marketing Communications Perspective, 8th ed. McGraw-Hill, Irwin.</i> <hr/> Material: evaluating integrated marketing communications programs. References: <i>Kasali, R. 2000, Public Relations Management Concepts and Applications in Indonesia. Graffiti.</i>	2%
16	Final exams	Review of materials and case studies in the implementation of marketing communications	Criteria: scoring guidelines Form of Assessment : Test	Written test 2 X 50			30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50%
2.	Test	50%
		100%

Notes

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.