



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

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Brand Management	6110103308	Study Program Elective Courses	T=3	P=0	ECTS=6.72	2	June 22, 2022
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Dr. Yessy Artanti, SE., M.Si		Dr. Sri Setyo Iriani, SE, M.Si			Dr. Andre Dwijanto Witjaksono, S.T., M.Si.	

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course
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PLO-5	Graduates are able to apply appropriate concepts and information technology to solve problems in the fields of finance, marketing, HR, and entrepreneurship
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PLO-8	Graduates are able to master management theories in order to properly solve problems faced in organizations
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Program Objectives (PO)	
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PO - 1	A5: Students are able to show the character of being devoted to God, upholding human values, disciplined, ethical, responsible, independent and honest in Brand Management learning activities.
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PO - 2	C6: Students are able to create Brand Management concepts in various types of organizations in the business world.
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PO - 3	P5: students are able to manage products/brands and manage brand portfolios.
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PLO-PO Matrix	
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	<table border="1"> <tr> <th>P.O</th> <th>PLO-5</th> <th>PLO-8</th> </tr> <tr> <td>PO-1</td> <td></td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> <td></td> </tr> </table>	P.O	PLO-5	PLO-8	PO-1			PO-2			PO-3		
P.O	PLO-5	PLO-8											
PO-1													
PO-2													
PO-3													

PO Matrix at the end of each learning stage (Sub-PO)	
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Short Course Description	This course provides students with the ability to create, maintain, protect and improve product and service brands. The hope is that students can see brands as an important part of the product and brands can add value to the product while also having a moral responsibility for the brand image.
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References	Main :
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1. 1. Craven David W., (2000). Pemasaran Strategis , Edisi Kelima. Jakarta: Erlangga [2] Keegan Warren J., (2003). Manajemen Pemasaran Global , Edisi keenam. Jakarta: Prenhallindo [3] Kerin Roger A, Peterson Robert A., (2004). Strategic Marketing Problems ; Cases and Comment , Tenth edition. New Jersey: Pearson education [4] Kotler Philip and Kevin Lane Keller, (2007). Marketing Management . Pearson Education, International Edition.
2. 2. Keegan Warren J., (2003). Global Marketing Management, Sixth Edition. Jakarta: Prenhallindo
3. 3. Kerin Roger A, Peterson Robert A., (2004). Strategic Marketing Problems; Cases and Comment, Tenth edition. New Jersey: Pearson education
4. 4. Kotler Philip and Kevin Lane Keller, (2007). Marketing Management. Pearson Education, International Edition.

Supporters:

Supporting lecturer Prof. Dr. Sri Setyo Iriani, S.E., M.Si.
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	Able to understand the basic meaning of the brand	Students are able to understand brands	Criteria: Holistic Rubric Form of Assessment : Participatory Activities	Make a review related to the brand and an introduction to the 3 X 50 brand		Material: brand management References: 3. Kerin Roger A, Peterson Robert A., (2004). Strategic Marketing Problems; Cases and Comments, Tenth edition. New Jersey: Pearson education	10%
2	Able to understand Brand Personality	Students are able to understand brand personality	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Make a review related to the 3 X 50 brand personality		Material: brand management References: 1. Craven David W., (2000). Strategic Marketing, Fifth Edition. Jakarta: Erlangga [2] Keegan Warren J., (2003). Global Marketing Management, Sixth Edition. Jakarta: Prenhallindo [3] Kerin Roger A, Peterson Robert A., (2004). Strategic Marketing Problems; Cases and Comments, Tenth edition. New Jersey: Pearson education [4] Kotler Philip and Kevin Lane Keller, (2007). Marketing Management. Pearson Education, International Edition.	5%

3	Challenges in developing a strong brand	Students can face the challenges of developing a strong brand today	Criteria: Holistic Rubric	Complete Assignments by looking for real case studies that relate to the challenges of developing a strong 3 X 50 brand		Material: Strong Brand Development References: 2. Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo	10%
4	Strategic Brand Synthesis and Brand Identification Strategy	Students are able to synthesize brands and brand identification strategies		The assignment seeks solutions to cases related to strategic branding and 3 X 50 brand identification			0%
5	Strategic Brand Synthesis and Brand Identification Strategy	Students are able to synthesize brands and brand identification strategies	Form of Assessment : Project Results Assessment / Product Assessment	The assignment seeks solutions to cases related to strategic branding and 3 X 50 brand identification		Material: Strategic Brand Synthesis and Brand Identification Strategy References: 4. Kotler Philip and Kevin Lane Keller, (2007). <i>Marketing Management.</i> Pearson Education, International Edition.	5%
6	Able to understand brand equity	Students are able to understand brand equity in the form of sources of brand quality and brand building	Form of Assessment : Participatory Activities	Make a review related to 3 X 50 brand equity		Material: brand equity References: 3. Kerin Roger A, Peterson Robert A., (2004). <i>Strategic Marketing Problems; Cases and Comments, Tenth edition.</i> New Jersey: Pearson education	10%
7	Able to understand brand religion	Students are able to develop a brand religion	Form of Assessment : Participatory Activities	Complete assignments by looking for real case studies related to Brand Value, Brand Position and Brand Building 3 X 50		Material: brand religion References: 3. Kerin Roger A, Peterson Robert A., (2004). <i>Strategic Marketing Problems; Cases and Comments, Tenth edition.</i> New Jersey: Pearson education	10%
8	UTS		Form of Assessment : Test	3 X 50			5%
9	Brand Attachments	Able to measure brand attachment and how it impacts other variables related to brand attachment	Form of Assessment : Participatory Activities	Make a review related to the Attachment 3 X 50 brand		Material: Brand Attachment References: 2. Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo	10%

10	BrandLove	Able to know the dimensions of brand love and apply them to companies	Form of Assessment : Participatory Activities	Make a review related to brand brand love 3 X 50		Material: Brand Love References: 2. Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo	5%
11	BrandLove	Able to know the dimensions of brand love and apply them to companies	Form of Assessment : Participatory Activities	Make a review related to brand brand love 3 X 50		Material: Brand Love References: 1. Craven David W., (2000). <i>Strategic Marketing, Fifth Edition.</i> Jakarta: Erlangga [2] Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo [3] Kerin Roger A., Peterson Robert A., (2004). <i>Strategic Marketing Problems; Cases and Comments, Tenth edition.</i> New Jersey: Pearson education [4] Kotler Philip and Kevin Lane Keller, (2007). <i>Marketing Management.</i> Pearson Education, International Edition.	5%
12	Brand Trust	Able to understand the dimensions of brand trust and their application to other variables	Form of Assessment : Participatory Activities	Complete assignments by looking for real case studies related to brand trust 3 X 50		Material: Trust Bibliography: 2. Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo	5%

13	Brand Trust	Able to understand the dimensions of brand trust and their application to other variables	Form of Assessment : Participatory Activities	Complete assignments by looking for real case studies related to brand trust 3 X 50		Material: Brand Trust References: 1. Craven David W., (2000). <i>Strategic Marketing, Fifth Edition.</i> Jakarta: Erlangga [2] Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo [3] Kerin Roger A, Peterson Robert A., (2004). <i>Strategic Marketing Problems; Cases and Comments, Tenth edition.</i> New Jersey: Pearson education [4] Kotler Philip and Kevin Lane Keller, (2007). <i>Marketing Management.</i> Pearson Education, International Edition.	5%
14	Managing Products/Brands	Able to manage the product or brand that will be researched	Form of Assessment : Participatory Activities	The assignment seeks solutions to cases related to 3 X 50 brand management		Material: Managing Products/Brands References: 1. Craven David W., (2000). <i>Strategic Marketing, Fifth Edition.</i> Jakarta: Erlangga [2] Keegan Warren J., (2003). <i>Global Marketing Management, Sixth Edition.</i> Jakarta: Prenhallindo [3] Kerin Roger A, Peterson Robert A., (2004). <i>Strategic Marketing Problems; Cases and Comments, Tenth edition.</i> New Jersey: Pearson education [4] Kotler Philip and Kevin Lane Keller, (2007). <i>Marketing Management.</i> Pearson Education, International Edition.	5%
15	Managing Brand Portfolio	Able to manage and organize well the brand portfolio	Form of Assessment : Participatory Activities	Complete Assignments by looking for real case studies related to the 3 X 50 brand portfolio		Material: Library Brand Portfolio :	5%

16	UAS		Form of Assessment : Test	3 X 50			5%
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Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	72.5%
2.	Project Results Assessment / Product Assessment	7.5%
3.	Test	10%
		90%

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.**