



**Universitas Negeri Surabaya**  
**Faculty of Languages and Arts**  
**Bachelor of Visual Communication Design Study Program**

Document Code

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Integrated Marketing Communication	9024103024	Study Program Elective Courses	T=3	P=0	ECTS=4.77	7	May 6, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
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**Learning model** Project Based Learning

**Program Learning Outcomes (PLO)**

**PLO study program that is charged to the course**

<b>PLO-4</b>	Develop yourself continuously and collaborate.
<b>PLO-7</b>	Able to plan the Visual Communication Design design process from concept, method, to final completion using the latest software-based Visual Communication Design scientific approach
<b>PLO-9</b>	Able to design Visual Communication Design work that is oriented towards problem solving with a creativity and technology-based approach and using the latest software.

**Program Objectives (PO)**

<b>PO - 1</b>	Students are able to know and understand the principles and techniques in integrated marketing communication (Integrated Marketing Communication).
<b>PO - 2</b>	Students are able to explain and apply the basic principles of strategic and effective marketing communications in promoting a company's products.

**PLO-PO Matrix**

P.O	PLO-4	PLO-7	PLO-9
PO-1		✓	
PO-2	✓		✓

**PO Matrix at the end of each learning stage (Sub-PO)**

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PO-1	✓	✓	✓	✓	✓	✓			✓							
PO-2							✓	✓		✓	✓	✓	✓	✓	✓	✓

**Short Course Description** Courses to explain theories in the field of marketing. The study materials provided are IMC, marketing mix, product understanding, designing mass communication concepts, work execution and marketing strategies as well as evaluating marketing results. Lectures are delivered with theory and discussion strategies.

**References**

**Main :**

- Susanto dan Phil Astrid S. 1988. Komunikasi Dalam Teori Dan Praktek . Jakarta: Binacipta.
- Effendy, Onong Uchjana. 2004. Komunikasi Teori Dan Praktek . Bandung: PT Remaja Rosdakarya.
- Bungin, Burhan. 2008. Sosiologi Komunikasi . Jakarta: Kencana Prenada Media Group.
- Terence, Shimp. 2007. Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7 th Edition . USA: Thompson Corporation.
- Fajar, Nur'aini. 2016. Panduan Melakukan Riset Pemasaran . Yogyakarta: Quadrant.

**Supporters:**

**Supporting lecturer** Muh Ariffudin Islam, S.Sn., M.Sn.  
 Meirina Lani Anggapuspa, S.Sn., M.Sn.

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	Introduction and lecture contract Know the basic theory of Integrated Marketing Communication (IMC)	<ol style="list-style-type: none"> <li>1.Provides an initial/introductory overview of IMC (Integrated Marketing Communication) to introduce the concept of integrated marketing communications and explain the evolution of its development.</li> <li>2.Explain the role and objectives of IMC</li> <li>3.Explaining IMC from a communication and marketing perspective</li> </ol>	<p><b>Criteria:</b> Able to understand a general overview of Integrated Marketing Communication</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions and questions and answers. 3 X 50		<p><b>Material:</b> General Overview of Integrated Marketing Communication</p> <p><b>Reference:</b> <i>Susanto and Phil Astrid S. 1988. Communication in Theory and Practice. Jakarta: Binakreatif.</i></p>	5%
2	Able to identify challenges in IMC	<ol style="list-style-type: none"> <li>1.IMC case study in solving global brand challenges</li> <li>2.Explain the basic theory of consumer behavior</li> <li>3.Explain market segmentation and target market</li> </ol>	<p><b>Criteria:</b> Understand market segmentation and target market</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions and questions and answers. 3 X 50		<p><b>Material:</b> Basic Theory of Consumer Behavior</p> <p><b>Reference:</b> <i>Effendy, Onong Uchjana. 2004. Communication Theory and Practice. Bandung: PT Teen Rosdakarya.</i></p>	5%
3	Able to identify types of market segmentation as a basic reference in determining IMC strategies	<ol style="list-style-type: none"> <li>1.Provides explanations and examples of: Geographic segmentation</li> <li>2.Demographic segmentation</li> <li>3.Psychographic segmentation</li> <li>4.Segmentation based on product use</li> <li>5.Segmentation based on user interests</li> </ol>	<p><b>Criteria:</b> Understand the types of segmentation in advertising</p> <p><b>Forms of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and FCD (focus group discussion): Segmentation of instant noodle products for the Income, Sedaap, Sarimi, Indomie curly, and Kwetiaw brands. Task 1: Group report regarding product market segmentation above 3 X 50		<p><b>Material:</b> Geographic Segmentation</p> <p><b>Literature:</b> <i>Fajar, Nur'aini. 2016. Guide to Conducting Marketing Research. Yogyakarta: Quadrant.</i></p>	5%
4	Able to understand the basic concepts of developing various Integrated Marketing Communication (IMC) programs	<ol style="list-style-type: none"> <li>1.Provide an introduction to the marketing mix in IMC</li> <li>2.Introduces the IMC planning and development process model.</li> <li>3.Identify the IMC implemented by companies to answer market challenges.</li> <li>4.Evaluate how various marketing and promotional elements must be coordinated to communicate effectively.</li> </ol>	<p><b>Criteria:</b> Understanding the marketing mix</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, assignments 3 X 50		<p><b>Material:</b> Making mix</p> <p><b>Reader:</b> <i>Terence, Shimp. 2007. Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7th Edition. USA: Thompson Corporation.</i></p>	5%
5	Able to analyze IMC applications on existing brands/companies	Identify the IMC implemented by companies to answer market challenges.	<p><b>Criteria:</b> Understand the appropriate IMC for a particular company.</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions, questions and answers, assignments 3 X 50		<p><b>Material:</b> IMC application in the company</p> <p><b>References:</b> <i>Terence, Shimp. 2007. Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7th Edition. USA: Thompson Corporation.</i></p>	5%
6	Know the theory of marketing research	<ol style="list-style-type: none"> <li>1.Understand the basic concepts of marketing research</li> <li>2.Explain the meaning of marketing research from experts</li> <li>3.Classify the goals and types of marketing research</li> </ol>	<p><b>Criteria:</b> Basic concepts of marketing research</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions, questions and answers, presentations, assignments 3 X 50		<p><b>Material:</b> Marketing Research</p> <p><b>Literature:</b> <i>Fajar, Nur'aini. 2016. Guide to Conducting Marketing Research. Yogyakarta: Quadrant.</i></p>	5%

7	Able to understand the basic concepts of advertising and promotions	<ol style="list-style-type: none"> <li>1. Identify advertising and promotion functions in IMC</li> <li>2. Explain methods of packaging messages effectively</li> </ol>	<p><b>Criteria:</b> Understand functions and promotions in IMC</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, discussions and questions and answers. 3 X 50		<p><b>Material:</b> Basic Concepts of Advertising and Promotion</p> <p><b>References:</b> <i>Effendy, Onong Uchjana. 2004. Communication Theory and Practice. Bandung: PT Teen Rosdakarya.</i></p>	5%
8	UTS (Mid Semester Exam)	Able to implement basic advertising concepts and theories on predetermined projects	<p><b>Criteria:</b> Concepts and theories are implemented well</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	carried out online, written exam questions are closed 3 X 50		<p><b>Material:</b> IMC Implementation</p> <p><b>References:</b> <i>Terence, Shimp. 2007. Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7th Edition. USA: Thompson Corporation.</i></p>	5%
9	Able to understand advertising media	<ol style="list-style-type: none"> <li>1. Examining traditional advertising media</li> <li>2. Traditional advertising media segmentation</li> </ol>	<p><b>Criteria:</b> Understand advertising media segmentation</p> <p><b>Form of Assessment :</b> Practice / Performance</p>	Lectures, discussions, questions and answers, and assignments. 3 X 50		<p><b>Material:</b> Advertising Media Segmentation</p> <p><b>References:</b> <i>Effendy, Onong Uchjana. 2004. Communication Theory and Practice. Bandung: PT Teen Rosdakarya.</i></p>	10%
10	Able to understand advertising media	<ol style="list-style-type: none"> <li>1. Examining digital advertising media</li> <li>2. Internet advertising</li> <li>3. Introduction to internet marketing</li> </ol>	<p><b>Criteria:</b> Understand digital advertising media</p> <p><b>Forms of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers, and assignments. 3 X 50		<p><b>Material:</b> Types of digital media</p> <p><b>Reader:</b> <i>Terence, Shimp. 2007. Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7th Edition. USA: Thompson Corporation.</i></p>	10%
11	Able to understand the basic concepts of: Sales promotion	<ol style="list-style-type: none"> <li>1. Explain the basic meaning and theory of sales promotion as part of IMC</li> <li>2. Explains: the difference between sales promotion and advertising, the objectives &amp; functions of sales promotion, as well as tools &amp; types of sales promotion</li> </ol>	<p><b>Criteria:</b> Understand sales promotion as part of IMC</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers 3 X 50		<p><b>Material:</b> Sales Promotion</p> <p><b>Reader:</b> <i>Terence, Shimp. 2007. Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7th Edition. USA: Thompson Corporation.</i></p>	5%
12	Able to understand the basic concepts of: Direct marketing	<ol style="list-style-type: none"> <li>1. Explain the meaning and objectives, and the role of direct marketing in IMC</li> <li>2. Explains the strategy of combining direct marketing with other IMC strategies</li> <li>3. Describes the media that can be used in direct marketing</li> </ol>	<p><b>Criteria:</b> Understand Direct Marketing and its differences from other IMC strategies</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Lectures, discussions and questions and answers. 3 X 50		<p><b>Material:</b> Direct Marketing</p> <p><b>Reference:</b> <i>Bungin, Burhan. 2008. Sociology of Communication. Jakarta: Kencana Prenada Media Group.</i></p>	5%

13	Able to understand basic concepts about: Public relations	<ol style="list-style-type: none"> <li>1. Able to explain the meaning and function of public relations</li> <li>2. Able to explain the advantages and disadvantages of public relations compared to other IMC strategies</li> <li>3. Able to explain effective communication strategies in public relations</li> <li>4. Be able to mention examples of public relations that have been implemented by big brands</li> </ol>	<p><b>Criteria:</b> Understand Public Relations and its differences from other IMC strategies</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers 3 X 50		<p><b>Material:</b> Public Relations <b>Reader:</b> Fajar, Nur'aini. 2016. <i>Guide to Conducting Marketing Research.</i> Yogyakarta: Quadrant.</p>	5%
14	Able to understand: Personal selling	<ol style="list-style-type: none"> <li>1. Able to explain case studies about where personal selling is wiser to use compared to other IMC strategies</li> <li>2. Able to explain closing techniques in sales</li> <li>3. Able to explain the stages of personal selling</li> </ol>	<p><b>Criteria:</b> Case study comparative research on personal selling compared to IMC strategies</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Theories about personal selling; Examples of cases where personal selling is wiser to use compared to other strategies Stages of personal selling Closing techniques in sales 3 X 50		<p><b>Material:</b> Personal Selling Research <b>Library:</b> Fajar, Nur'aini. 2016. <i>Guide to Conducting Marketing Research.</i> Yogyakarta: Quadrant.</p>	5%
15	Able to implement the IMC strategy as a community empowerment program	<ol style="list-style-type: none"> <li>1. Able to explain community empowerment/community development programs</li> <li>2. Characteristics and categories of SMEs</li> <li>3. Stage of conducting marketing research on SMEs</li> <li>4. IMC strategy design stage for community empowerment</li> </ol>	<p><b>Criteria:</b> Carrying out marketing research and designing IMC strategies</p> <p><b>Forms of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	Lectures, discussions, questions and answers and assignments Task 5: implementing IMC strategies for local brands/SMEs 3 X 50		<p><b>Material:</b> Marketing research and IMC strategy design <b>Reader:</b> Fajar, Nur'aini. 2016. <i>Guide to Conducting Marketing Research.</i> Yogyakarta: Quadrant.</p>	5%
16	UAS (Final Semester Exam)	Able to prepare reports according to the specified theme	<p><b>Criteria:</b> Reports according to assessment indicators</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Theme: Application of IMC strategy in launching and penetrating the startup money & cashless society market in Indonesia 3 X 50		<p><b>Material:</b> Implementation of IMC in the company <b>References:</b> Terence, Shimp. 2007. <i>Advertising, Promotion, and other Aspects of Integrated Marketing Communication: 7th Edition.</i> USA: Thompson Corporation.</p>	15%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	35%
2.	Project Results Assessment / Product Assessment	55%
3.	Practice / Performance	10%
		100%

#### 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.