



Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Commerce Education Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																																			
Digital Marketing	8721102094		T=2 P=0 ECTS=3.18	5	July 19, 2024																																																																			
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator																																																																			
		Dr. Tri Sudarwanto, S.Pd., MSM.																																																																			
Learning model	Project Based Learning																																																																							
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																							
	PLO-10	Able to make appropriate decisions to solve problems in the educational and scientific fields of Commerce (Business and Marketing) based on information and data analysis by utilizing technology and information																																																																						
	Program Objectives (PO)																																																																							
	PO - 1	Able to carry out research according to the field which includes activities of formulating problems, processing, analyzing, interpreting the data obtained and communicating the results																																																																						
	PO - 2	Able to use information and communication technology both written and verbally professionally and ethically for learning Commerce (Business and Marketing) and its development in accordance with developments in information technology according to their field																																																																						
	PLO-PO Matrix																																																																							
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>P.O</td> <td colspan="5">PLO-10</td> </tr> <tr> <td>PO-1</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>					P.O	PLO-10					PO-1						PO-2																																																						
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PO Matrix at the end of each learning stage (Sub-PO)																																																																								
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PO-2																																																																								
Short Course Description	This course studies and discusses the concept of marketing communications and elements in marketing communications and digital marketing, as well as efforts to implement digital media applied at a practical level to marketing in the era of the communications industry, which includes the concept of online marketing, the value of online marketing, types of marketing online, implementation of online marketing																																																																							
References	Main :																																																																							
	<ol style="list-style-type: none"> 1. Parkin, Gofrey, 2009. Digital Marketing, Stratgies for online success 2. Burke, Leigh, 2008, Niche Internet Marketing, Publisher: Leigh Burke 3. Ryan, Damian, 2016. Understanding Digital Marketing, marketing strategis for engagingthe digital generation. KoganPage; 4 edition 4. Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving krom Tradisional do Digital. Wiley. 5. Prisgunanto. Ilham, 2014. Komunikasi Pemasaran Era Digital, Penerbit: Prisani Cendekia, ISBN : 978-979-19315-1-9 																																																																							
	Supporters:																																																																							
Supporting lecturer	Dr. Tri Sudarwanto, S.Pd., MSM. Hapsari Shinta Citra Puspita Dewi, S.E., M.M Veni Rafida, S.Pd., M.Pd.																																																																							
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	Understand marketing developments	· Able to describe developments in advertising, technology in digital marketing and consumer or market developments	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Students are able to explain the development of advertising and technology in digital marketing 3.Score > 65 4.Describing marketing developments is less precise 5.Score < 50 6.Wrong answer / no answer <p>Form of Assessment : Participatory Activities</p>	1) read literature on developments in marketing, advertising and technology in marketing 2) explain again the history of the development of clan marketing and technology in marketing 3) look for examples of marketing developments from decade to decade 2 X 50		<p>Material: marketing developments from traditional to digital</p> <p>References: <i>Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving chrome Traditional to Digital. Wiley.</i></p>	2%
2	Review digital marketing strategies	· Able to analyze the importance of digital marketing strategies. · Able to identify appropriate digital marketing	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Describes the various types of digital marketing strategies and their applications in business 3.Score > 65 4.Describing various digital marketing strategies and their applications in business is not appropriate 5.Score < 50 6.Wrong answer / no answer <p>Form of Assessment : Participatory Activities</p>	1) describe the types of digital marketing strategies 2) analyze digital marketing strategies 3) application of digital marketing strategies 2 X 50	-	<p>Material: strategic marketing</p> <p>Reference: <i>Ryan, Damian, 2016. Understanding Digital Marketing, strategic marketing for engaging the digital generation. KoganPage; 4 edition</i></p> <p>Material: digital marketing</p> <p>Reference: <i>Joseph, T. (2011). Apps Spirit of Digital Marketing 3.0. Jakarta: PT Elex Media Komputindo.</i></p>	2%
3	Review the website	<ol style="list-style-type: none"> 1.. Able to analyze and write effective websites 2.. Able to design effective websites 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Analyze and design effective websites 3.Score > 65 4.Analyze and design websites that are effective and less than optimal 5.Score < 50 6.Wrong answer / no answer <p>Form of Assessment : Participatory Activities</p>	1) Websites in digital marketing, 2) The role of websites in digital marketing, 3) website management for effective digital marketing 2 X 50		<p>Material: Digital Era Marketing Communication</p> <p>Reference: <i>Prisgunanto. Ilham, 2014. Digital Era Marketing Communication, Publisher: Prisani Scholar, ISBN : 978-979-19315-1-9</i></p>	4%
4	Review the website	<ol style="list-style-type: none"> 1.. Able to analyze and write effective websites 2.. Able to design effective websites 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Analyze and design effective websites 3.Score > 65 4.Analyze and design websites that are effective and less than optimal 5.Score < 50 6.Wrong answer / no answer <p>Form of Assessment : Participatory Activities</p>	1) Websites in digital marketing, 2) The role of websites in digital marketing, 3) website management for effective digital marketing 2 X 50		<p>Material: Digital Era Marketing Communication</p> <p>Reference: <i>Prisgunanto. Ilham, 2014. Digital Era Marketing Communication, Publisher: Prisani Scholar, ISBN : 978-979-19315-1-9</i></p> <p>Material: Web and Social Media</p> <p>Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i></p>	4%

5	<p>1.Examining search engines SEO and SEM 2.Difference between SEO and SEM</p>	<p>1.. Able to analyze how search engines work in digital marketing 2.. Analyzing the Role of SEO and SEM in Digital Marketing 3.. Difference between SEO and SEM 4.. Actualization of SEO and SEM in Digital Marketing</p>	<p>Criteria: 1.Score > 80 2.Able to analyze and actualize SEO and SEM in digital marketing 3.Score < 50 4.Wrong answer / no answer</p> <p>Form of Assessment : Participatory Activities</p>	<p>1) Analyzing Search Engines in digital marketing 2) Analyzing the Role of SEO and SEM in Digital Marketing 3) Differences between SEO and SEM 2 X 50</p>	<p>Material: Digital Marketing Reference: <i>Ryan, Damian, 2016. Understanding Digital Marketing, strategic marketing for engaging the digital generation. KoganPage; 4 edition</i></p> <hr/> <p>Material: Digital Marketing Web Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i></p>	3%
6	<p>Examining the Advantages of Websites and Return on Investment</p>	<p>· Analyzing Information Processes · Examining the Advantages of Log File Analysis and Page Tagging</p>	<p>Criteria: 1.Score > 80 2.Provide several problems/phenomena in the field of education in the problem points and be able to provide reasons for the importance of these phenomena being researched 3.Score > 65 4.Provide several problems/phenomena in the field of education in problem points without giving reasons for the importance of the phenomenon being discussed 5.Score < 50 6.Wrong answer / no answer</p> <p>Form of Assessment : Participatory Activities</p>	<p>Lecture Presentation Discussion Case study 2 X 50</p>	<p>Material: Web and Social Media Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i></p>	4%
7	<p>Examining the Advantages of Websites and Return on Investment</p>	<p>· Analyzing Information Processes · Examining the Advantages of Log File Analysis and Page Tagging</p>	<p>Criteria: 1.Score > 80 2.Provide several problems/phenomena in the field of education in the problem points and be able to provide reasons for the importance of these phenomena being researched 3.Score > 65 4.Provide several problems/phenomena in the field of education in problem points without giving reasons for the importance of the phenomenon being discussed 5.Score < 50 6.Wrong answer / no answer</p> <p>Form of Assessment : Participatory Activities</p>	<p>Lecture Presentation Discussion Website case study on digital marketing 2 X 50</p>	<p>Material: Web and Social Media Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i></p> <hr/> <p>Material: web implementation References: <i>Chaffey, D. (2015). Digital Business and E-Commerce Management, Strategy, Implementation and Practice. England: Pearson Education Limited.</i></p>	5%

8	Midterm exam	meeting 1 to meeting 7	<p>Criteria:</p> <ol style="list-style-type: none"> 1.The correct answer is >80 2.incorrect answer >65 <p>Form of Assessment : Test</p>	WRITTEN TEST 2 X 50		<p>Material: digital marketing Reference: Ryan, Damian, 2016. <i>Understanding Digital Marketing, strategic marketing for engaging the digital generation.</i> KoganPage; 4 edition</p> <p>Material: digital marketing Reference: Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. <i>Marketing 4.0: From Products to Customers to the Human Spirit. Moving chrome Traditional to Digital.</i> Wiley.</p> <p>Material: digital marketing strategy References: Chaffey, D. (2015). <i>Digital Business and E-Commerce Management, Strategy, Implementation and Practice.</i> England: Pearson Education Limited.</p>	20%
9	Describe E-mail marketing	Accuracy in explaining the e-commerce business model, which includes: 1. Business model 2. Types of e-commerce business models 3. Classification and content of the e-commerce framework 4. E-commerce and industry structure 5. E-commerce and the industry value chain 6. E-commerce and company value chain	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Able to provide background to the problem and research hypothesis correctly 3.Score > 65 4.Wrong answer / no answer <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	1) Reading literature, 2) Looking for examples of e-commerce business models and their application in daily activities, 3) Discussion 2 X 50	-	<p>Material: e-commerce business models in modern marketing Reference: Joseph, T. (2011). <i>Apps Spirit of Digital Marketing 3.0.</i> Jakarta: PT Elex Media Komputindo.</p>	3%
10	Examining social media and consumer engagement	Accuracy in explaining digital markets, which include: 1. Buyer cost factors 2. Seller cost factors 3. Intermediary functions 4. Digital market competition	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Score > 80 2.Able to determine sampling techniques correctly 3.Score > 65 4.Wrong answer / no answer <p>Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment</p>	1) Reading literature, 2) Examining digital markets used in marketing, 3) Practice and 4) discussion 2 X 50	-	<p>Material: Social media and consumer involvement References: Mchaney, R., & Sachs, D. (2016). <i>Web 2.0 and Social Media.</i> London: Bookboon.</p>	3%

11	Able to understand internet security and electronic payment systems in modern marketing	Accuracy in explaining internet security and electronic payment systems, which include: 1. Types of transactions in internet marketing 2. Types of internet security threats 3. Data security technology 4. Internet security 5. Electronic data interchange (EDI) 6. Electronic payment systems 7. Electronic wallet 8. Security technology in electronic payments	Criteria: 1.Score > 80 2.Able to provide correct analysis and provide conclusions 3.Score > 65 4.Wrong answer / no answer Forms of Assessment : Project Results Assessment / Product Assessment, Practical Assessment, Practice / Performance	1) Reading literature, 2) studying electronic payment systems, 3) Implementing electronic payment systems, 4) Practicing electronic payment systems, 5) discussion 2 X 50	-	Material: Public Relations Online References: Chaffey, D. (2015). <i>Digital Business and E-Commerce Management, Strategy, Implementation and Practice.</i> England: Pearson Education Limited.	4%
12	Able to understand the user interface in web-based marketing applications	Accuracy in explaining the 7C framework in the User interface, which includes: 1. Context 2. Content 3. Community 4. Customization 5. Connection 6.Communication 7. Commerce	Criteria: 1.Score > 80 2.Able to provide correct analysis and provide conclusions 3.Score > 65 4.Wrong answer / no answer Form of Assessment : Project Results Assessment / Product Assessment	1) Reading literature, 2) practice, 3) discussion 2 X 50	-	Material: Affiliate marketing and strategic partnerships Reference: Prisgunanto. Ilham, 2014. <i>Digital Era Marketing Communication,</i> Publisher: Prisani Scholar, ISBN : 978-979-19315-1-9	4%
13	Examining Creative Digital Media	Analyze the main phases involved in the digital creative process	Criteria: 1.Score > 80 2.Able to provide correct analysis and provide conclusions 3.Score > 65 4.Wrong answer / no answer Form of Assessment : Practice / Performance	1) reading literature, 2) practice, 3) discussion 2 X 50	-	Material: Creative Digital Media References: Joseph, T. (2011). <i>Apps Spirit of Digital Marketing 3.0.</i> Jakarta: PT Elex Media Komputindo.	4%
14	Students are able to understand promotional activities through the webstore	Accuracy in carrying out promotions through the webstore, which includes: 1. Search engine optimization 2. Promotion through social networks 3. Making fans like on social networks 4. Placing advertisements on Google Adwords	Criteria: 1.Score > 80 2.Able to provide correct analysis and provide conclusions 3.Score > 65 4.Wrong answer / no answer Form of Assessment : Project Results Assessment / Product Assessment	1) reading literature, 2) practice, 3) discussion 2 X 50	-	Material: Creative Digital Media References: Joseph, T. (2011). <i>Apps Spirit of Digital Marketing 3.0.</i> Jakarta: PT Elex Media Komputindo.	3%
15	Able to apply webstore designs and themes	Accuracy in creating webstore designs and themes, which include: 1. Setting up the open cart module 2. Webstore content 3. Applying the open cart design 4. Applying the open cart theme	Criteria: 1.Score > 80 2.Able to practice webstore design and themes correctly and provide conclusions 3.Score > 65 4.Wrong answer / no answer Form of Assessment : Assessment of Project Results / Product Assessment, Practices / Performance	1) Reading literature, 2) preparing the webstore design and theme, 3) 2 X 50 discussions	-	Material: Digital marketing in the future Reference: eMarketing Institute. (2018). <i>E-Commerce Fundamentals.</i> Copenhagen: eMarketing Institute.	5%
16	Digital marketing in the future	-	Criteria: 1.Score > 80 2.Able to provide correct analysis and provide conclusions 3.Score > 65 4.Wrong answer / no answer Form of Assessment : Test	UAS 2 X 50	-	Material: UAS References: Mchaney, R., & Sachs, D. (2016). <i>Web 2.0 and Social Media.</i> London: Bookboon.	30%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	25.5%
2.	Project Results Assessment / Product Assessment	13.83%
3.	Practical Assessment	2.83%
4.	Practice / Performance	7.83%
5.	Test	50%
		99.99%

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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities 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.