



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
Promotion	8721103066		T=3	P=0	ECTS=4.77	6	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																																	
	Program Objectives (PO)																																	
	PLO-PO Matrix																																	
	<table border="1"> <tr> <td style="width: 100px; height: 30px;"></td> <td style="text-align: center;">P.O</td> </tr> </table>		P.O																															
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PO Matrix at the end of each learning stage (Sub-PO)	<table border="1"> <tr> <td rowspan="2" style="width: 30px; height: 30px; text-align: center;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> <td style="width: 20px; text-align: center;">5</td> <td style="width: 20px; text-align: center;">6</td> <td style="width: 20px; text-align: center;">7</td> <td style="width: 20px; text-align: center;">8</td> <td style="width: 20px; text-align: center;">9</td> <td style="width: 20px; text-align: center;">10</td> <td style="width: 20px; text-align: center;">11</td> <td style="width: 20px; text-align: center;">12</td> <td style="width: 20px; text-align: center;">13</td> <td style="width: 20px; text-align: center;">14</td> <td style="width: 20px; text-align: center;">15</td> <td style="width: 20px; text-align: center;">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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1		2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																		

Short Course Description This course studies several basic concepts of marketing communication and marketing communication processes including: audience analysis, preparation of promotional mixes, development of marketing communication programs, implementation and control of marketing communications as well as various relevant cases. Lectures are carried out using a system of lectures, discussions and assignments.

References	Main :
	<ol style="list-style-type: none"> 1. Cravens David W, 1996,Pemasaran Strategis, I & II. Jakarta: Erlangga. 2. Freddy Rangkuty, 2004.The Power of Brand, Teknik MengelolaBrand equity dan Pengembangan Merek, Analisis kasus. Jakarta, PT. GramediaPustaka Utama. 3. Hermawan,Agus. 2012. Komunikasi Pemasaran. Jakarta: Erlangga4. Joni Subhash C, 1990.Marketing Planning Strategy. South Western Publishing Co. ,Cincinnati, Ohio 4. Kotler& Keller, 2006,Marketing Management,12e. Pearson Education,Inc. , Upper Saddle River, New Jersey. 5. Morizon,2010.Periklanan Komunikasi PemasaranTerpadu, Jakarta: Kencana Predana Media Group. 6. Manajemen Pemasaran di Indonesia, I &2.Jakarta, Salemba Empat 7. Shimp, A. Terence, 2000. Periklanan Promosi. Jakrta: Erlangga
	Supporters:

Supporting lecturer PARJONO
 Dr. Tri Sudarwanto, S.Pd., MSM.
 Dr. Raya Sulistyowati, S.Pd., M.Pd.
 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	Explain the basic concepts of promotion and marketing communications. The basic concepts of promotion and marketing communications.	1. Identify the differences between promotion and marketing communications 2. Explain the objectives, strategies and essence of marketing communications 3. Describe the eight stages in developing marketing communications	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 35 3.2. Correct 2 marks 70 4.3. Correct 3 marks 100	Reading literature, lectures and discussions Reading literature and lectures Reading literature, lectures and discussions 2 X 50			0%
2	Designing effective forms of promotion and marketing communication	1. Identify promotional mix components. 2. Select a marketing communication model for promotional activities	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 35 3.2. Correct 2 marks 70 4.3. Correct 3 marks 100	Reading literature, lectures and discussions 2 X 50			0%
3	Designing and managing advertising as effective mass communication	1. Explain the meaning of advertising and 2. Identify types of advertising 3. Develop and implement advertising.	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 35 3.2. Correct 2 marks 70 4.3. Correct 3 marks 100	1. Reading literature, lectures and discussions 2. Reading literature and lectures 3. Assignments and presentations 2 X 50			0%
4	Design and manage sales promotions as effective mass communication	1. Explain the meaning of sales promotions 2. Identify types of sales promotions 3. Develop and implement sales promotions	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 35 3.2. Correct 2 marks 70 4.3. Correct 3 marks 100	1. Presentation and discussion 2. Presentation and discussion 3. Assignment and presentation 2 X 50			0%
5	Designing and managing events and experiences as effective mass communication	1. Explain the meaning of event and experience 2. Identify the types of event and experience 3. Develop and implement event and experience	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	Presentation and discussion 2 X 50			0%

6	Designing and managing public relations and publicity as effective mass communication	1. Explain the meaning of public relations and publicity 2. Identify types of public relations and publicity 3. Develop and implement public relations and publicity	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	Presentations, Assignments and Discussions 2 X 50		0%
7	Develop a mass communication model for effective promotion of a product/service	1. Develop a promotion plan using mass communication. 2. Create an example of promotion through mass communication	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	1. Case study review and presentation 2. Assignment and presentation 2 X 50		0%
8						0%
9	UTS			2 X 50		0%
10	Designing and managing direct selling as effective personal communication	1. Explain the meaning of direct selling 2. Identify types of direct selling 3. Develop and implement direct selling	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	Reading literature, and lectures 2 X 50		0%
11	Designing and managing personal selling as effective personal communication	1. Explain the meaning of personal selling 2. Identify types of personal selling 3. Develop and implement personal selling	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 50 3.2. Correct 2 marks 100	Reading literature, and lectures 2 X 50		0%
12	Develop a mass communication model for effective promotion of a product/service	1. Develop a promotional plan using personal communication. 2. Create examples of promotions using personal communication	Criteria: Maximum score with all correct answers is: 100	Case study review and Assignment presentation, 2 X 50 presentations		0%

13	Designing and managing online and mobile marketing as effective digital communication. Designing and managing social media as effective digital communication	1.Explain the meaning of online and mobile marketing 2.Develop and implement online and mobile marketing 3.Explain the meaning of wom, e-wom, buss, and viral 4.Identify the types of wom, e-wom, buss, and viral 5.Develop and implement wom, e-wom, buss, and viral	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	Reading literature and lectures Assignments, presentations and discussions Reading literature and lectures Reading literature and lectures Assignments, presentations and discussions 2 X 50			0%
14	Develop a digital communication model for effective promotion of a product/service	1. Develop a promotional plan using digital communication. 2. Create an example of a promotion using digital communication	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	Reading literature, and lectures 2 X 50			0%
15	Evaluate the use of personal and digital communications	Identifying the effectiveness of personal and digital communications through promotional research.	Criteria: 1.The maximum score with all correct answers is: 100 with the following criteria: 2.1. Correct 1 value 25 3.2. Correct 2 marks 50 4.3. Correct 3 marks 75 5.4. Correct 4 marks 100	Study review through 2 X 50 case studies			0%
16	UAS			2 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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.

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.