



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

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Digital Marketing	8721102094	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	5	April 18, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Veni Rafida, S.Pd., M.Pd		Dr. Tri Sudarwanto, S.Pd., M.S.M.			Dr. Tri Sudarwanto, S.Pd., MSM.	

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																																		
	PLO-8	Able to demonstrate a responsible attitude for achieving work results both individually and in groups																																																																																																	
	PLO-9	Able to apply pedagogical concepts in Business learning at Vocational High Schools, General High Schools and/or equivalent																																																																																																	
	PLO-14	Able to plan, manage and evaluate learning in the educational and scientific fields of Business and Marketing																																																																																																	
	PLO-16	Able to apply management functions in managing and evaluating business feasibility																																																																																																	
	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																																																																																																	
	PO - 3	Individuals who are able to communicate both written and verbally professionally and ethically in accordance with developments in information technology according to their field																																																																																																	
	PLO-PO Matrix																																																																																																		
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Short Course Description	This course studies 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
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References	Main :
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1. Ryan, Damian, 2016. Understanding Digital Marketing, marketing strategies for engaging the digital generation. KoganPage; 4 edition
2. Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving from Traditional to Digital. Wiley.
3. Prigunanto. Ilham, 2014. Komunikasi Pemasaran Era Digital, Penerbit: Prisani Cendekia, ISBN : 978-979-19315-1-9
4. eMarketing Institute. (2018). E-Commerce Fundamentals. Copenhagen: eMarketing Institute.
5. Joseph, T. (2011). Apps Spirit of Digital Marketing 3.0. Jakarta: PT Elex Media Komputindo.
6. Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.
7. Chaffey, D. (2015). Digital Business and E-Commerce Management, Strategy, Implementation and Practice. England: Pearson Education Limited.
8. Muljono, R. K. (2018). Digital Marketing Concept. Jakarta: PT Gramedia Pustaka

Supporters:

Supporting lecturer Dr. Tri Sudarwanto, S.Pd., MSM.
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 and identify digital business trends	<ol style="list-style-type: none"> 1. Define the meaning and scope of digital business and e-commerce and its different elements 2. Summarize the main reasons for digital business adoption and the barriers that may limit adoption 3. Describe the ongoing business challenges in managing digital business in an organization, online start-up business in particular 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Non-testing report Summarizes the main reasons for digital business adoption and the barriers that may limit adoption 2. Describe the ongoing business challenges in managing digital business in an organization, particularly online start-up business 	Direct Learning PBL 3 X 50	Direct Learning, PBL zoom meeting google meeting 3 X 50	<p>Material: Digital Marketing Literature: <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	Identify digital marketing strategies		<p>Form of Assessment : Project Results Assessment / Product Assessment</p>	E Comers Warung kampung.com application for small traders affected by the PSBB 3 X 50 policy	E Comers Warung kampung.com application for small traders affected by the PSBB 3 X 50 policy	<p>Material: Failed digital business strategies Selection of digital business strategies Options Focus on Alignment and impact of digital business strategies References:</p> <hr/> <p>Material: Digital Marketing Literature: <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%

3	Identifying e-commerce management	<ol style="list-style-type: none"> 1. Identify the main elements of supply chain management and their relationship to the value chain and value network 2. Assess the potential of information systems to support supply chain and value chain management 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Presentation 2. Work on practical modules <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Direct learning case study of the E-Comers Warung - kampung.com application for the small trader community affected by the 3 X 50 PSBB policy	Learning Zoom Meeting / Google Meet case study E-Comers Warung - kampung.com application for small traders affected by the 3 X 50 PSBB policy	<p>Material: Management of digital marketing Reference: <i>Ryan, Damian, 2016. Understanding Digital Marketing, strategic marketing for engaging the digital generation. KoganPage; 4 edition</i></p>	2%
4	Develop a content marketing plan	<ol style="list-style-type: none"> 1. the right strategy process model for digital business 2. Apply tools to generate and select digital business strategies Describe alternative strategic approaches to achieving digital business 	<p>Criteria: Students actively ask and answer questions in discussion activities >80</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Direct Learning, PBL Discussion, Presentation 3 X 50	Discussion, presentation zoom meeting and google meet 3 X 50	<p>Material: Digital Marketing Reference: <i>Ryan, Damian, 2016. Understanding Digital Marketing, strategic marketing for engaging the digital generation. KoganPage; 4 edition</i></p>	3%
5	Prepare digital marketing strategy proposals based on theory and trend analysis	<ol style="list-style-type: none"> 1. outlines the content suite and brand 2. Develop proposals or content creation scenarios Create channels or advertisements based on emarketing scenarios 	<p>Criteria: Students actively ask and answer questions in discussion and project activities</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Direct Learning, PJBL 3 X 50	Direct Learning, PJBL 3 X 50	<p>Material: digital marketing Reference: <i>Muljono, RK (2018). Digital Marketing Concept. Jakarta: PT Gramedia Pustaka</i></p>	3%
6	Understand the concept of e-commerce, digital marketing, use of technology, and digital markets	<ol style="list-style-type: none"> 1. Digital marketing concept in the context of e-commerce 2. E-commerce framework. 3. E-commerce category 4. Advantages and disadvantages of ecommerce 5. Various Obstacles in ecommerce 6. Challenges of e-commerce in Indonesia 	<p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Learning Model : Direct Learning, PBL 3 X 50	Learning Model : Direct Learning, PBL ZOOM MEETING SIDIA LMS 3 X 50	<p>Material: digital marketing Reference: <i>Muljono, RK (2018). Digital Marketing Concept. Jakarta: PT Gramedia Pustaka</i></p>	3%
7	Understand the use of internet and web technology in modern marketing	Accuracy in explaining internet and web technology, which includes - Internet, intranet, and extranet - Basic internet architecture - Web architecture - Web supporting technology - Web applications in ecommerce	<p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Presentation of Spelling practical module 3 X 50	Group discussions and meetings by zoom 3 X 50	<p>Material: e-commerce management 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		Form of Assessment : Test	Learning Model : Direct Learning, PBL 100	Learning Model : Direct Learning, PBL ZOOM MEETING SIDIA LMS 100	Material: marketing concept, strategy Library: <i>eMarketing Institute. (2018). E-Commerce Fundamentals. Copenhagen: eMarketing Institute.</i>	25%
9	Able to understand the ecommerce business model in modern marketing	1.1. Business model 2.2. Types of ecommerce business models 3.3. Classification and content of ecommerce framework 4.4. E-commerce and industry structure	Form of Assessment : Project Results Assessment / Product Assessment	Case study practice in creating and understanding the 3 X 50 e-commerce model	Zoom meeting or meet 3 X 50	Material: fundamentals of marketing Library: <i>eMarketing Institute. (2018). E-Commerce Fundamentals. Copenhagen: eMarketing Institute.</i>	5%
10	Able to understand digital markets in modern marketing	1.Accuracy in explaining digital markets, including buyer cost factors 2.Accuracy in explaining digital markets Seller cost factors 3.Accuracy in explaining digital markets Intermediary function 4.Accuracy in explaining digital markets Digital market competition	Form of Assessment : Project Results Assessment / Product Assessment	Learning Model : Direct Learning, PBL 3 X 50	Lectures, Discussions, Presentations Zoom meetings and Google Meet 3 X 50	Material: E-Marketing Library: <i>eMarketing Institute. (2018). E-Commerce Fundamentals. Copenhagen: eMarketing Institute.</i>	5%

11	Able to understand internet security and electronic payment systems in modern marketing	<p>1.Accuracy in explaining internet security and electronic payment systems, which includes transaction types in internet marketing</p> <p>2.Accuracy in explaining internet security and electronic payment systems. Forms of internet security threats</p> <p>3.Accuracy in explaining internet security and electronic payment systems Data security technology</p> <p>4.Accuracy in explaining internet security and electronic payment systems Internet Security Technology</p> <p>5.Accuracy in explaining internet security and electronic payment systems Electronic data interchange (EDI) technology</p> <p>6.Electronic payment system</p> <p>7.Electronic wallet</p> <p>8.Security technology in electronic payments</p>	<p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	<p>Learning Model : Direct Learning, PBL 3 X 50</p>	<p>Learning Model : Direct Learning, PBL ZOOM MEETING SIDIA 3 X 50</p>	<p>Material: Website Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i></p>	2%
12	Able to understand the user interface in web-based marketing applications	Accuracy in explaining the 7C framework in the User interface	<p>Form of Assessment :</p> <p>Project Results Assessment / Product Assessment</p>	<p>Learning: Direct Learning, PBL 3 X 50</p>	<p>Learning: Direct Learning, PBL LMS SIDIA Whatsapp group Google meeting 3 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 and Social Media Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i></p>	5%

13	Able to understand about ebusiness in web-based marketing applications	Accuracy in explaining web-based marketing applications, E-commerce vs e-business, Architecture of e-business applications, Integration of e-business applications, Rules in e-business	Form of Assessment : Project Results Assessment / Product Assessment	Learning: Direct Learning, PBL	Learning: Direct Learning, PBL LMS SIDIA Whatsapp group Google meeting		5%
14	Students are able to understand promotional activities through the webstore	Accuracy in carrying out promotions through webstores, search engine optimization, promotions through social networks, making fans like on social networks, placing advertisements on Google Adwords	Criteria: Students actively ask and answer questions in discussion activities >80 Form of Assessment : Project Results Assessment / Product Assessment	Learning: Direct Learning, PBL	Learning: Direct Learning, PBL LMS SIDIA Whatsapp group Google meeting	Material: Web and Social Media Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i>	5%
15	Able to apply webstore designs and themes	Accuracy in creating webstore designs and themes Open cart module settings, Webstore content, Applying open cart designs, Applying open cart themes	Criteria: Students actively ask and answer questions in discussion activities >80 Form of Assessment : Project Results Assessment / Product Assessment	Learning: Direct Learning, PBL	Learning: Direct Learning, PBL LMS SIDIA Whatsapp group Google meeting	Material: Web and Social Media Bibliography: <i>Mchaney, R., & Sachs, D. (2016). Web 2.0 and Social Media. London: Bookboon.</i>	5%
16	FINAL EXAMS		Form of Assessment : Test				25%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Project Results Assessment / Product Assessment	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.
- 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.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

