

Universitas Negeri Surabaya Faculty of Social and Legal Sciences Communication Science Undergraduate Study Program (Magetan Regency Campus)

Document Code

SEMESTER LEARNING PLAN												
Courses		CODE		Course Family		Credit Weight		SEMESTER	Compilation Date			
Advertising Creativity		70207	03027			T=0	P=0	ECTS=0	5	July 19, 2024		
AUTHOR	RIZATIO	N	SP De	SP Developer		Course Cluster Coordinator		Study Program Coordinator				
							Muhammad Danu Winata, S.Sos, M.A., M.Si (Han).					
Learning model	C	Case Studies										
Program Learning Outcome (PLO)		PLO study program that is charged to the course										
		Program Objectives (PO)										
	P	PLO-PO Matrix										
P.O												
	P	O Matrix	k at the en	d of each lear	ning st	age	(Sub-	PO)				
P.O Week 1 2 3 4 5 6 7 8 9 10 11 12 13					12 13 14	15 16						
Short Course Descript	tion											
Referen	ces M	lain :										
	s	upporte	rs:			Stage (Sub-PO) Week 6 7 8 9 10 11 12 13 14 15 Help Learning, Learning methods, Student Assignments, [Estimated time] Asset						
			<u> </u>									
Support lecturer	ting											
Week-	each learni stage	lities of ch ch rning Indicator Criteria & For		m Offi	Learning methods, Student Assignments.		Learning materials [References	Assessment Weight (%)				
(1)	(2)	(3)	(4)	(5	5)		(6)		(7)	(8)	
1											0%	
2											0%	

3				0%
4				0%
5				0%
6				0%
7				0%
8				0%
9				0%
10				0%
11				0%
12				0%
13				0%
14				0%
15				0%
16				0%

Evaluation Percentage Recap: Case Study

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.
- 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.
- 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.