



Universitas Negeri Surabaya
Faculty of Social and Legal Sciences
Communication Science Bachelor Study Program

Document Code

SEMESTER LEARNING PLAN

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|---|--|---|-----------------------------------|--|---|--|------------------------------|---|---|----|----|----|----|----|----|----|-----|------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
| Courses | CODE | Course Family | Credit Weight | SEMESTER | Compilation Date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Advertising Creativity | 7020103034 | Communication Studies | T=3 P=0 ECTS=4.77 | 4 | April 28, 2023 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AUTHORIZATION | SP Developer | | Course Cluster Coordinator | | Study Program Coordinator | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Puspita Sari Sukardani, S.T., M.Med.Kom | | | | Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Learning model | Project Based Learning | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Program Learning Outcomes (PLO) | PLO study program that is charged to the course | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | PLO-9 | Able to produce message content for various communication purposes using various types of communication channels, both conventional channels and digital channels, which are beneficial to society and in accordance with applicable legal, social and ethical norms. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Program Objectives (PO) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | PLO-PO Matrix | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 50px;">P.O</td> <td style="width: 50px;">PLO-9</td> </tr> </table> | | | | P.O | PLO-9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | P.O | PLO-9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PO Matrix at the end of each learning stage (Sub-PO) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 30px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> <td style="width: 20px;">5</td> <td style="width: 20px;">6</td> <td style="width: 20px;">7</td> <td style="width: 20px;">8</td> <td style="width: 20px;">9</td> <td style="width: 20px;">10</td> <td style="width: 20px;">11</td> <td style="width: 20px;">12</td> <td style="width: 20px;">13</td> <td style="width: 20px;">14</td> <td style="width: 20px;">15</td> <td style="width: 20px;">16</td> </tr> </table> | | | | | | | | | | | | | | | | P.O | Week | | | | | | | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| P.O | Week | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Short Course Description | This course is intended to provide an understanding of advertising as part of the study of communication science. The discussion in this course includes the creative idea process, the development of creative stages, as well as the practice of producing digital advertisements in the form of audio visuals. The provisions for making a portfolio for this course are based on Real Projects and Real Clients. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| References | Main : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <ol style="list-style-type: none"> 1. Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGrawHill. 2. Web, Rick. 2015. Starting A Creative Firm in The Age of Digital Marketing (Advertising Age). Pallgrave Macmillan. New York. 3. Moriarty, Sandra. 2014. Advertising and IMC : Principles and Practice. Prentice Hall. 4. Rodger, Shelly, Esther Thorson. 2012. Advertising Theory: Routledge Communication Series. Routledge. New York. 5. Cheng, Hong. 2014. THE HANDBOOK OF INTERNATIONAL ADVERTISING RESEARCH. Wiley Balckwell 6. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLIC RELATIONS, MARKETING AND BRANDING. Wiley Blackwell | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Supporters: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Supporting lecturer | Vinda Maya Setianingrum, S.Sos., M.A. Puspita Sari Sukardani, S.T., M.Med.Kom. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 1 | Students are able to know about Advertising Campaigns | - Get to know what an advertising campaign looks like - Get to know the types of advertising campaigns - Understand advertising campaigns as a form of communication | Criteria: Score 4 if done very well, score 3 if done well, score 2 if done sufficiently, score 1 if not done. Form of Assessment : Participatory Activities | - Contextual Discourse-Discussion 3 X 50 | | Material: Advertising Campaign Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i> | 2% |
| 2 | Students are able to understand the stages of Idea Brainstorming in Advertising | 1.Able to know about the stages of searching for ideas 2.Know the stages of creative brainstorming 3.Able to create creative ideas about advertising themes 4.Able to develop ideas into creative concepts | Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done. Form of Assessment : Participatory Activities | Contextual Instruction Small Group Discussion 3 X 50 | | Material: Ideas in Advertising Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i> | 2% |
| 3 | Students are able to understand and develop the concept of Product Strategy | 1.Able to understand the concept of product strategy in advertising 2.Able to explain examples of product strategies applied in advertising 3.Able to create a concept related to product strategy. | Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done. Form of Assessment : Participatory Activities | Contextual Discourse and Instruction Small Group Discussion 3 X 50 | | Material: Concept development regarding Product Strategy References: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i> | 2% |
| 4 | Students are able to understand message strategies in advertising | 1.Able to understand the concept of message strategy in advertising 2.Be able to explain examples of message strategies applied in advertising 3.Able to create a concept related to message strategy | Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done. Form of Assessment : Participatory Activities | Contextual Discourse and Instruction Small Group Discussion 3 X 50 | | Material: Message Strategy in Advertising Reference: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i> | 2% |
| 5 | Students are able to understand the Client Brief | 1.Able to understand the definition of Client Brief 2.Able to explain examples of Client Briefs applied in advertising production 3.Able to create planned concepts and manage Client Briefs | Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done Form of Assessment : Participatory Activities | Contextual Discourse and Instruction Small Group Discussion 3 X 50 | | Material: Client Brief Bibliography: <i>Moriarty, Sandra. 2014. Advertising and IMC: Principles and Practice. Prentice Hall.</i> | 2% |

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|---|--|--|--|--|--|--|-----|
| 6 | Students are able to understand creative visual work in making advertisements | <ol style="list-style-type: none"> 1. Able to understand Creative Visual Work 2. Able to explain examples of Visual Development in advertising production 3. Able to create a planned concept regarding the stages of visual development in an advertisement | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Practice / Performance</p> | Contextual Discourse and Instruction Small Group Discussion Pitching real Client 3 X 50 | | <p>Material: Visual Creative Work in Making Advertisements</p> <p>Reference: <i>Moriarty, Sandra. 2014. Advertising and IMC: Principles and Practice. Prentice Hall.</i></p> | 4% |
| 7 | Students are able to understand the pre-production, production and post-production stages in making advertisements | <ol style="list-style-type: none"> 1. Able to understand pre-production, production and post-production 2. Able to explain the process of pre-production, production and post-production stages in making advertisements 3. Able to create planned concepts in each pre-production, production and post-production process in accordance with the client brief. | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Practical Assessment, Practice/Performance</p> | Contextual Discourse and Instruction Technical Team Work 3 X 50 | | <p>Material: Pre-production, production and post-production stages in making advertisements</p> <p>Reader: <i>Rodger, Shelly, Esther Thorson. 2012. Advertising Theory: Routledge Communication Series. Routledge. New York.</i></p> | 4% |
| 8 | Students are able to produce Creative Proposals | Able to design concepts in a Creative Proposal | <p>Criteria: Maximum value 100</p> <p>Forms of Assessment : Portfolio Assessment, Practical Assessment, Tests</p> | Test and Evaluation 3 X 50 | | | 15% |
| 9 | Students are able to produce advertisements in groups according to the concept agreed upon with the Real Client | <ol style="list-style-type: none"> 1. Able to practice pre-production, production and post-production stages in making advertisements 2. Able to articulate creative concepts into the entire production process 3. Able to coordinate a team in creative work 4. Able to produce advertising works based on concepts agreed upon with real clients | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Participatory Activities</p> | Project Based Learning 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 4% |

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| 10 | Students are able to produce advertisements in groups according to the concept agreed upon with the Real Client | <ol style="list-style-type: none"> 1. Able to practice pre-production, production and post-production stages in making advertisements 2. Able to articulate creative concepts into the entire production process 3. Able to coordinate a team in creative work 4. Able to produce advertising works based on concepts agreed upon with real clients | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Participatory Activities</p> | Project Based Learning 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 4% |
| 11 | Students are able to produce advertisements in groups according to the concept agreed upon with the Real Client | <ol style="list-style-type: none"> 1. Able to practice pre-production, production and post-production stages in making advertisements 2. Able to articulate creative concepts into the entire production process 3. Able to coordinate a team in creative work 4. Able to produce advertising works based on concepts agreed upon with real clients | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Participatory Activities</p> | Project Based Learning 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 4% |
| 12 | Students are able to produce advertisements in groups according to the concept agreed upon with the Real Client | <ol style="list-style-type: none"> 1. Able to practice pre-production, production and post-production stages in making advertisements 2. Able to articulate creative concepts into the entire production process 3. Able to coordinate a team in creative work 4. Able to produce advertising works based on concepts agreed upon with real clients | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Practice / Performance</p> | Project Based Learning 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 5% |

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|----|---|--|--|--|--|---|-----|
| 13 | Students are able to produce advertisements in groups according to the concept agreed upon with the Real Client | <ol style="list-style-type: none"> 1.Able to practice pre-production, production and post-production stages in making advertisements 2.Able to articulate creative concepts into the entire production process 3.Able to coordinate a team in creative work 4.Able to produce advertising works based on concepts agreed upon with real clients | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Form of Assessment : Practice / Performance</p> | Project Based Learning 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 5% |
| 14 | Students are able to produce advertisements in groups according to the concept agreed upon with the Real Client | <ol style="list-style-type: none"> 1.Able to practice pre-production, production and post-production stages in making advertisements 2.Able to articulate creative concepts into the entire production process 3.Able to coordinate a team in creative work 4.Able to produce advertising works based on concepts agreed upon with real clients. | <p>Criteria: Score 4 if done very well; score 3 if done well; score 2 if done adequately; score 1 if not done</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment</p> | Project Based Learning 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 10% |
| 15 | Students are able to present the results of the advertising work they have created | <ol style="list-style-type: none"> 1.Able to present the results of advertising work that has been created 2.Able to explain brief concepts and stages of the work created 3.Able to present final work results in accordance with specified achievements | <p>Criteria: Maximum Value 100</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Portfolio Assessment</p> | Project Presentation Discussion & Evaluation 3 X 50 | | <p>Material: Advertising Production</p> <p>Bibliography: <i>Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGraw Hill.</i></p> | 10% |
| 16 | | | <p>Forms of Assessment : Project Results Assessment / Product Assessment, Portfolio Assessment, Tests</p> | | | | 25% |

Evaluation Percentage Recap: Project Based Learning

| No | Evaluation | Percentage |
|----|---|------------|
| 1. | Participatory Activities | 28.66% |
| 2. | Project Results Assessment / Product Assessment | 14.99% |
| 3. | Portfolio Assessment | 19.99% |
| 4. | Practical Assessment | 7% |
| 5. | Practice / Performance | 16% |
| 6. | Test | 13.33% |
| | | 99.97% |

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.