



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

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date																																																	
Political Marketing	7020103042	Study Program Elective Courses	T=3	P=0	ECTS=4.77	5	July 17, 2024																																																	
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator																																																		
				Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																																		
Learning model	Case Studies																																																							
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																							
	PLO-8	Able to collaborate, develop networks and evaluate performance.																																																						
	Program Objectives (PO)																																																							
	PO - 1	Understand the marketing context in the scope of political communication																																																						
	PLO-PO Matrix																																																							
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 5px;">P.O</td> <td colspan="6" style="padding: 5px;">PLO-8</td> </tr> <tr> <td style="padding: 5px;">PO-1</td> <td colspan="6" style="padding: 5px;"></td> </tr> </table>						P.O	PLO-8						PO-1																																									
P.O	PLO-8																																																							
PO-1																																																								
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="padding: 5px;">P.O</td> <td colspan="16" style="padding: 5px;">Week</td> </tr> <tr> <td style="padding: 5px;">1</td><td style="padding: 5px;">2</td><td style="padding: 5px;">3</td><td style="padding: 5px;">4</td><td style="padding: 5px;">5</td><td style="padding: 5px;">6</td><td style="padding: 5px;">7</td><td style="padding: 5px;">8</td><td style="padding: 5px;">9</td><td style="padding: 5px;">10</td><td style="padding: 5px;">11</td><td style="padding: 5px;">12</td><td style="padding: 5px;">13</td><td style="padding: 5px;">14</td><td style="padding: 5px;">15</td><td style="padding: 5px;">16</td> </tr> <tr> <td style="padding: 5px;">PO-1</td> <td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td><td style="padding: 5px;"></td> </tr> </table>						P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																
P.O	Week																																																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																								
PO-1																																																								
Short Course Description	The political marketing course examines marketing practices in the context of political communication. The study includes actors whose activities include communicators, political consumers, and the winning team phenomenon. Next, the discussion continues on various communication strategies ranging from direct communication, mediated communication, to advertising. This course is practical in nature so that the learning process will rely more on activity and direct observation in the field.																																																							
References	Main :																																																							
	<ol style="list-style-type: none"> 1. Marshment, Jennifer Lees, et al. (2019). Political Marketing: Principles and Applications. Routledge. 2. Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge. 3. Newman, B. I., Vercic, D. (2003). Communication of Politics : Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing. Taylor and Francis Group. 																																																							
	Supporters:																																																							
Supporting lecturer	Gilang Gusti Aji, S.I.P., M.Si. Awang Dharmawan, S.Ikom., M.A. Muhammad Danu Winata, S.Sos, M.A., M.Si (Han).																																																							
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	Students understand the lecture overview and introduction to the lecture plan for 1 semester	Students know the material study materials, lecture indicators, and learning conditions that must be met for the desired learning outcomes	Criteria: student understanding Form of Assessment : Participatory Activities	Lectures and discussions 3 X 50		Material: Lecture Contract Literature:	5%
2	Students understand the characteristics and functions of marketing for political activities	Students can identify the differences between political marketing and business marketing and social marketing	Criteria: student understanding Form of Assessment : Participatory Activities	lecture and question and answer 3 X 50		Material: Students understand the characteristics and functions of marketing for political activities References: <i>Marshment, Jennifer Lees, et al. (2019). Political Marketing: Principles and Applications. Routledge.</i>	5%
3	Students understand the types and characteristics of political markets or target audiences that political marketing strategies want to target	Students can explain the types of political markets and the characteristics of political markets that exist in society	Criteria: student explanation Form of Assessment : Participatory Activities	discussions, lectures, and questions and answers 3 X 50		Material: Students understand the types and characteristics of political markets or target audiences that political marketing strategies want to target. References: <i>Marshment, Jennifer Lees, et al. (2019). Political Marketing: Principles and Applications. Routledge.</i>	5%
4	Students understand the process and development of personal branding among political actors	Students can explain personal branding strategies	Criteria: student explanation Form of Assessment : Participatory Activities	lectures, and discussions 3 X 50		Material: Students understand the process and development of personal branding among political actors. Reference: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i>	5%
5	Students understand the role of political research as a source of data mining in formulating political vision and mission ideas	Students can explain the mapping of data and information mining which is then compiled into a vision and mission for political outreach	Criteria: student explanation Form of Assessment : Participatory Activities	lectures and discussions 3 X 50		Material: Students understand the role of political research as a source of data mining in formulating political vision and mission ideas. Reader: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i>	5%

6	Students can understand the function and work of political survey institutions	-Students can identify the function and work of political research institutions in formulating political spin. - Students can explain the role of the winning team and the function of the winning team in conveying messages to various types of political constituents	Criteria: student understanding Form of Assessment : Participatory Activities	-3 X 50 lectures and discussions		Material: Students can understand the function and work of political survey institutions. Reader: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i>	5%
7	Students understand political advertising communication strategies	Students can identify the functions of Aboved The Line (ATL) and Bellow The Line (BTL) political advertising strategies	Criteria: student understanding Form of Assessment : Participatory Activities	lectures and discussions 3 X 50		Material: Students understand political advertising communication strategies References: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i>	5%
8	Sub-summative exam, students must be able to master the material from the first to the seventh meeting	Students can write sub-summative exam questions	Criteria: the results of student answers Form of Assessment : Participatory Activities, Tests	3 X 50		Material: uts Library:	10%
9	Students can create the concept of Political Branding	1.Able to develop consistent campaign messages 2.Understand the importance of visual identity and political branding.	Criteria: student explanation Form of Assessment : Participatory Activities	Offline 3 x 50 Minutes		Material: Students can create a political branding concept. References: <i>Newman, BI, Vercic, D. (2003). Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing. Taylor and Francis Group.</i>	5%

10	Students are able to do Social Media Marketing	<ol style="list-style-type: none"> 1.Able to identify effective social media platforms. 2.Develop a content strategy and measure the results. 	<p>Criteria: student understanding</p> <p>Form of Assessment : Participatory Activities</p>	lectures and discussions		<p>Material: Students Able to Do Social Media Marketing References: <i>Newman, B, Vercic, D. (2003). Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing. Taylor and Francis Group.</i></p> <hr/> <p>Material: social media marketing Reference: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i></p>	5%
11	Students are able to carry out Land Campaigns and Events	<ol style="list-style-type: none"> 1.Able to plan and implement campaign events in various regions. 2.Manage volunteers and community support. 	<p>Criteria: planning by students</p> <p>Form of Assessment : Participatory Activities</p>	lectures and discussions		<p>Material: planning and managing political campaigns in various regions. Bibliography: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i></p> <hr/> <p>Material: Traditional campaigns and events Reader: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i></p>	5%
12	Students are able to carry out Land Campaigns and Events	<ol style="list-style-type: none"> 1.Able to plan and implement campaign events in various regions. 2.Manage volunteers and community support. 	<p>Criteria: planning by students</p> <p>Form of Assessment : Participatory Activities</p>	lectures and discussions		<p>Material: Students are able to carry out Land Campaigns and Events Literature: <i>Marshment, Jennifer Lees, et al. (2019). Political Marketing: Principles and Applications. Routledge.</i></p>	5%

13	Students can carry out Debate and Public Communication	1.Prepare candidates to participate in debates. 2.Improve public communication skills.	Criteria: student explanation Form of Assessment : Participatory Activities	Lectures and discussions		Material: Students can conduct Debate and Public Communication References: <i>Newman, B, Vercic, D. (2003). Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing. Taylor and Francis Group.</i>	5%
14	Students can carry out Debate and Public Communication	1.Prepare candidates to participate in debates. 2.Improve public communication skills.	Criteria: student explanation Form of Assessment : Participatory Activities	lectures and discussions		Material: Participation and debate skills and public communication Reference: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i>	5%
15	1.Evaluation and Monitoring 2.Final Project Presentation	1.Understand the metrics used to evaluate campaign performance. 2.Able to analyze results and develop improvement plans.	Criteria: student understanding Form of Assessment : Participatory Activities	Lectures, presentations and discussions		Material: Evaluation and monitoring of political communication References: <i>Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</i>	5%
16	UAS	Carry out individual reflections about learning during lectures.	Criteria: Exam answer results Form of Assessment : Test	Exam		Material: UAS Literature:	20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	75%
2.	Test	25%
		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.

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.