



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																																																																																				
Social Marketing	7020103044	Study Program Elective Courses	T=3 P=0 ECTS=4.77	3	August 8, 2023																																																																																				
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																																																																					
		Tsuroyya, S.S., M.A.	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																																																																																								
	Program Objectives (PO)																																																																																								
	PO - 1	Implementing social marketing programs by utilizing information and communication technology in solving social problems.																																																																																							
	PO - 2	Master the theoretical concepts and practice of marketing communication strategies in depth to formulate solutions to social problems.																																																																																							
	PO - 3	Make the right decisions based on information and data analysis (problems, target audience, goals, needs analysis) and contribute ideas from various alternative solutions in marketing communications in the social sector.																																																																																							
	PLO-PO Matrix																																																																																								
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																									
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> </thead> <tbody> <tr><td>PO-1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>PO-3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>					P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																
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Short Course Description	Examining the theoretical substance of behavior change models, marketing planning which includes: segmentation and targets, competition and position, as well as communication and new media in social marketing, and social marketing practices using lecture, discussion, case study analysis and simulation methods.																																																																																								
References	Main :																																																																																								
	<ol style="list-style-type: none"> 1. Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing . London: Sage Publication Ltd. 2. McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers. 3. Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective . 4. Lee, N.R., and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good . London: Sage Publication Ltd. 																																																																																								
	Supporters:																																																																																								
Supporting lecturer	Tsuroyya, S.S., M.A. Dr. Anam Miftakhul Huda, S.Kom., M.I.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)
1	1.Understand the basic concepts of social marketing 2.Understand the differences between social marketing and business marketing, behavior change theory, and promotional strategies	1.Explain the meaning, origin and uniqueness of social marketing 2.Explain the actors and benefits of social marketing 3.Explain the differences between social marketing and business marketing, behavior change theory, and promotional strategies	Criteria: The assessment sheet Form of Assessment : Participatory Activities	- Lecture - Discussion - Question and answer 3 X 50		Material: Definition, origin and uniqueness of social marketing; Actors and benefits of social marketing; Differences between social marketing and business marketing, behavior change theory, and promotional strategies References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	2%
2	Analyzing people's behavior	1.Identifying community behavior with social problems 2.Identify the concept of desired behavior 3.Identify the barriers and benefits of the desired behavior	Criteria: The assessment sheet Form of Assessment : Participatory Activities	- Lectures, discussions and questions and answers 3 X 50		Material: Concept of desired behavior; Barriers and benefits of desired behavior References: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i> Material: Community behavior with social problems References: <i>Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing. London: Sage Publications Ltd.</i>	1%

3	Understand the stages of the social marketing planning process	<ol style="list-style-type: none"> 1.Explain marketing planning which includes the process and its effects 2.Explain the stages of social marketing planning 3.Identify the differences in focus on marketing and social 	<p>Criteria: The assessment sheet</p> <p>Form of Assessment : Participatory Activities</p>	- Lecture - Discussion - Presentation 3 X 50		<p>Material: Marketing planning which includes processes and their effects; Social marketing planning stages; Differences in focus on marketing and social</p> <p>References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i></p>	2%
4	Analyze the social marketing environment	<ol style="list-style-type: none"> 1.Identify alternatives and research needs 2.Determine social issues and goals 3.Conduct situation analysis 	<p>Criteria: The assessment sheet</p> <p>Form of Assessment : Participatory Activities</p>	Lectures, discussions and questions and answers 3 X 50		<p>Material: Alternatives and research needs; Social issues and goals; Situation analysis</p> <p>Bibliography: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i></p>	1%
5	Understand audience determination methods	<ol style="list-style-type: none"> 1.Explain audience classification 2.Explain the audience classification assessment criteria 3.Explain the method of approaching the target audience 	<p>Criteria: The assessment sheet</p> <p>Form of Assessment : Participatory Activities</p>	- Lecture - Discussion - Question and answer 3 X 50		<p>Material: Audience classification; Audience classification assessment criteria; Target audience approach methods</p> <p>References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i></p>	2%
6	Determine behavior change goals and programs	<ol style="list-style-type: none"> 1.Understand the basic concepts of goals of change to desired behavior 2. Understanding program objectives as a benchmark for program assessment 	<p>Form of Assessment : Participatory Activities</p>	- Lecture - Discussion - Question and answer 3 X 50		<p>Material: Basic concepts of goals of change to desired behavior; Program objectives as a benchmark for program assessment</p> <p>References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i></p>	2%

7	Understand social marketing strategies. Understand the advantages of visual concepts and analyze radical marketing	<ol style="list-style-type: none"> 1.Explain social marketing strategies 2.Explain the advantages of visual concepts and analyze radical marketing 	<p>Criteria: The assessment sheet</p> <p>Form of Assessment : Participatory Activities</p>	- Lecture - Discussion - Presentation 3 X 50		<p>Material: Social marketing strategy</p> <p>Reference: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i></p> <hr/> <p>Material: Visual concept; Radical marketing concept</p> <p>Bibliography: <i>Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.</i></p>	2%
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8	Master the final abilities of encounters 1-7	Explains the material for weeks 1 - 7	<p>Criteria: The assessment sheet</p> <p>Form of Assessment : Test</p>	3 X 50 test		<p>Material: Material for weeks 1 - 7</p> <p>References: <i>Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing. London: Sage Publications Ltd.</i></p> <hr/> <p>Material: Material for weeks 1 - 7</p> <p>References: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i></p> <hr/> <p>Material: Material for weeks 1 - 7</p> <p>References: <i>Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.</i></p> <hr/> <p>Material: Material for weeks 1 - 7</p> <p>References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i></p>	20%
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9	Identify barriers, benefits, motivators and competition, as well as other influential entities	<ol style="list-style-type: none"> 1.Explain the barriers and benefits 2.Explain the concept of motivators and competition 3.Describes other influential entities 	Form of Assessment : Participatory Activities	Lectures, discussions and questions and answers 3x45 minutes		Material: - Barriers and benefits References: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i> Material: The concept of motivators and competition Reference: <i>Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.</i> Material: Other influential entities References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	2%
10	Applying promotion management	<ol style="list-style-type: none"> 1.Develop message promotion strategies, message givers, and creatives 2.Conduct pre-testing 	Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers 3 x 45 minutes		Material: Pre-testing References: <i>Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.</i> Material: Message promotion strategies, message givers, and creative References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	2%

11	Understand distribution strategies	<ol style="list-style-type: none"> 1.Explain the concept of social 'franchising' 2.Explain distribution management 3.Explain ethical considerations in selecting distribution strategies 	Form of Assessment : Participatory Activities	Lectures, discussions and questions and answers 3 x 45 minutes		Material: The concept of social 'franchising'; Distribution management Bibliography: <i>Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing . London: Sage Publications Ltd.</i> <hr/> Material: Ethical considerations in selecting distribution strategies References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	2%
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12	Plan and implement social marketing programs	<ol style="list-style-type: none"> 1. Develop a social marketing plan 2. Doing social marketing 3. Identify factors that determine the sustainability of desired behavior changes 	Form of Assessment : Project Results Assessment / Product Assessment	3 x 45 Minute group assignments		Material: Budget preparation and rationale References: <i>Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing. London: Sage Publications Ltd.</i> <hr/> Material: Social marketing planning Reference: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i> <hr/> Material: Implementation of social marketing programs References: <i>Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.</i> <hr/> Material: Factors that determine the sustainability of desired behavior changes References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	10%
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14	Plan and implement social marketing programs	<ol style="list-style-type: none"> 1. Develop a social marketing plan 2. Doing social marketing 3. Identify factors that determine the sustainability of desired behavior changes 	Form of Assessment : Project Results Assessment / Product Assessment	3 x 45 Minute group assignments		Material: Budget preparation and rationale References: <i>Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing. London: Sage Publications Ltd.</i> <hr/> Material: Social marketing planning Reference: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i> <hr/> Material: Implementation of social marketing programs References: <i>Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.</i> <hr/> Material: Factors that determine the sustainability of desired behavior changes References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	10%
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15	Understand the concept of monitoring and evaluation	1.Explain the concept of monitoring and evaluation 2.Explain the ethics of conducting evaluations	Form of Assessment : Participatory Activities	Lectures, discussions and questions and answers 3x45 minutes		Material: The concept of monitoring and evaluation References: <i>Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing. London: Sage Publications Ltd.</i> Material: Ethics in conducting evaluations References: <i>McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.</i>	2%
16	Mastering material 9 - 15	Explains material 9 -15	Form of Assessment : Test	Test		Material: Material for weeks 9 - 15 References: <i>Lee, NR, and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good. London: Sage Publications Ltd.</i>	30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	20%
2.	Project Results Assessment / Product Assessment	30%
3.	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** 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.
- 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.

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.