



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
Marketing Communications	7020104109	Compulsory Study Program Subjects	T=4	P=0	ECTS=6.36	1	July 3, 2023
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
		Tatak Setiadi, M.A.	Mutiah, M.I.Kom			Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.	

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course
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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.
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Program Objectives (PO)	
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PO - 1	Students are able to analyze institutional/corporate public relations tasks, marketing communications, and branding
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PO - 2	Students are able to identify and explain the role, duties & functions of PR in organizations, PR tools, external and internal public, company reputation/image, public relations crises, and PR ethics
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PO - 3	Students are able to master the concepts of advertising, branding and various marketing strategies
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PO - 4	Students are able to analyze consumer behavior and are able to differentiate between segmenting, targeting and positioning
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PLO-PO Matrix	
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P.O	PLO-9										
PO-1											
PO-2											
PO-3											
PO-4											

PO Matrix at the end of each learning stage (Sub-PO)	
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	<table border="1"> <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> <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> <tr> <td>PO-4</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> </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																	PO-4																
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Short Course Description	Examining the definition and scope of public relations, tasks and functions of public relations, stakeholders, various public relations products, company reputation, marketing communications, audience analysis, preparation of promotional mixes, development of marketing communications programs, and branding strategies for institutions, corporations and products.
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References	Main :
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1. Lattimore, dkk. 2010. Public Relations: Profesi & Praktik (ed. 3) . Jakarta: Salemba Humanika
2. Cutlip, Scott M., Allen H. Center & Glen M. Broom. 2009. Effective Public Relations (Ed.9) . Jakarta: Kencana Prenada Media
3. Soemirat, Soleh & Elvinaro Ardianto. 2010. Dasar-dasar Public Relations . Bandung: Rosda Karya
4. Suhandang, Kustadi. 2004. Public Relations Perusahaan . Bandung: Penerbit Nuansa
5. Moor, Frazier. 2005. Humas : Membangun Citra Dengan Komunikasi. Bandung : Rosda Karya
6. Shimp, Terrence. 2010. Advertising, Promotion, & Other Aspects of Integrated Marketing Communications, 8e. South-Western, Cengage Learning
7. Belch, George E and Belech, Michael A.2003. Advertising and Promotion: an Integratedmarketing communication perspective. Sixth edition. The McGrawHill
8. Shimp, Terence. 2003. Periklanan dan Promosi; Aspek tambahan pemasaran terpadu.(buku I) Erlangga. Jakarta
9. Shimp, Terence. 2003. Periklanan dan Promosi; Aspek tambahan pemasaran terpadu.(buku II) Erlangga. Jakarta
10. . Pelsmacker, Patrick De; Geuens, Maggie and Van den Bergh, Joeri. 2005. Foundations of Marketing Communications: A european perspective. Prentice Hall
11. . Kotler, Philip. 2011. Marketing Management:13 edition . Prentice Hall Inc
12. . Duncan, Tom. 2002. IMC. Using advertising and Promotion to build Brand . McGrawHill.
13. . Tuten, Tracy L. 2008. Advertising 2.0. Social media marketing in web 2.0 world. Praeger. London

Supporters:

Supporting lecturer

Vinda Maya Setianingrum, S.Sos., M.A.
Puspita Sari Sukardani, S.T., M.Med.Kom.
Mutiah, S.Sos., M.I.Kom.
Tatak Setiadi, M.A.

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 are able to explain the basic concepts of public relations, marketing communications and branding	<ol style="list-style-type: none"> 1.Explain the scope and meaning of public relations, marketing communications, and branding 2.Explains the history of the development of public relations, marketing, and branding 3.Distinguish between PR and marketing, advertising and publication 	<p>Criteria: 4</p> <p>Form of Assessment : Participatory Activities</p>	<ul style="list-style-type: none"> - Pulpit lecture - Question and answer. - 4 X 50 Discussion 		<p>Material: Creating a PR trend scheme, markom from time to time.</p> <p>Reference: <i>Shimp, Terence. 2003. Advertising and Promotion; Additional aspects of integrated marketing. (book I) Erlangga. Jakarta</i></p>	5%
2	Students are able to explain the role, duties & functions of PR in organizations, PR tools, external and internal public	<ol style="list-style-type: none"> 1.Explain the role of PR in organizations 2.Identify managerial functions & PR staff 3.Explain the advantages and disadvantages of internal departments VS external PR departments 	<p>Criteria: activeness</p> <p>Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment</p>	<ul style="list-style-type: none"> - Online lectures - Questions and answers. - 4 X 50 Discussion 		<p>Material: role of PR in organizations - managerial functions & PR staff - advantages and disadvantages of internal departments VS external PR departments - PR tools, external and internal public, company reputation/image, public relations crisis, PR ethics</p> <p>Reference: <i>Lattimore, et al. 2010. Public Relations: Profession & Practice (3rd ed.). Jakarta: Salemba Humanika</i></p>	6%

3	Students are able to explain the role, duties & functions of PR in organizations, PR tools, external and internal public	<ol style="list-style-type: none"> 1. Explain the role of PR in organizations 2. Identify managerial functions & PR staff 3. Explain the advantages and disadvantages of internal departments VS external PR departments 	Criteria: 6 Form of Assessment : Participatory Activities	Question and answer. - 4 X 50 Discussion		Material: role of PR in organizations - managerial functions & PR staff - advantages and disadvantages of internal departments VS external PR departments - PR tools, external and internal public, company reputation/image, public relations crisis, PR ethics Reference: <i>Lattimore, et al. 2010. Public Relations: Profession & Practice (3rd ed.). Jakarta: Salemba Humanika</i>	6%
4	Students are able to explain and analyze the reputation/image of a company	Explain PR tools, external and internal public, company reputation/image	Criteria: 7 Form of Assessment : Participatory Activities	- Online lectures - Questions and answers. - 4 X 50 Discussion		Material: role of PR in organizations - managerial functions & PR staff - advantages and disadvantages of internal departments VS external PR departments - PR tools, external and internal public, company reputation/image, public relations crisis, PR ethics Library: <i>Soemirat, Soleh & Elvinaro Ardianto. 2010. Basics of Public Relations. Bandung: Rosda Karya</i>	5%
5	Students are able to recognize and analyze public relations crises	Able to identify crises and analyze public relations crisis management	Criteria: activeness Form of Assessment : Participatory Activities	Question and answer. - 4 X 50 Discussion		Material: role of PR in organizations - managerial functions & PR staff - advantages and disadvantages of internal departments VS external PR departments - PR tools, external and internal public, company reputation/image, public relations crisis, PR ethics Reference: <i>Lattimore, et al. 2010. Public Relations: Profession & Practice (3rd ed.). Jakarta: Salemba Humanika</i>	6%

6	Students are able to master ethics in PR	Recognize and explain ethics in PR	Criteria: presentation discussion Form of Assessment : Participatory Activities	Question and answer. - 4 X 50 Discussion		Material: role of PR in organizations - managerial functions & PR staff - advantages and disadvantages of internal departments VS external PR departments - PR tools, external and internal public, company reputation/image, public relations crisis, PR ethics Reference: <i>Lattimore, et al. 2010. Public Relations: Profession & Practice (3rd ed.). Jakarta: Salemba Humanika</i>	6%
7	Students are able to master ethics in PR	Recognize and explain ethics in PR	Criteria: presentation discussion Form of Assessment : Participatory Activities	Question and answer. - 4 X 50 Discussion		Material: role of PR in organizations - managerial functions & PR staff - advantages and disadvantages of internal departments VS external PR departments - PR tools, external and internal public, company reputation/image, public relations crisis, PR ethics Reference: <i>Lattimore, et al. 2010. Public Relations: Profession & Practice (3rd ed.). Jakarta: Salemba Humanika</i>	6%
8	UTS	UTS	Criteria: 1. 2. Writing test Form of Assessment : Test	UTS 4 X 50			7%
9	Students are able to explain the factors that influence consumer behavior/consumer studies and the differences between segmenting, targeting and positioning	Explains the factors that influence consumer behavior/consumer studies and segmenting, targeting and positioning	Criteria: discussion Form of Assessment : Participatory Activities	online lectures 4 X 50 discussion lectures		Material: consumer behavior/consumer studies segmenting, targeting and positioning of direct selling and personal selling products References: <i>Shimp, Terrence. 2010. Advertising, Promotion, & Other Aspects of Integrated Marketing Communications, 8e. South-Western, Cengage Learning</i>	6%
10	Students are able to explain and differentiate direct selling and personal selling	Explain about direct selling and personal selling	Criteria: discussion Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	online lectures 4 X 50 discussion lectures		Material: advertising, branding Reader: <i>Shimp, Terrence. 2003. Advertising and Promotion; Additional aspects of integrated marketing. (book II) Erlangga. Jakarta</i>	6%

11	Students are able to explain and differentiate advertising from branding	Explain the concept of advertising and branding	Criteria: 1.presentation 2. Form of Assessment : Participatory Activities	Create a 4 X 50 Project		Material: create print ads and copywriter product branding strategies. Reference: . <i>Duncan, Tom. 2002. IMC. Using advertising and Promotion to build Brand. McGrawHill.</i>	6%
12	Students are able to explain and differentiate advertising from branding	Explain the concept of advertising and branding	Criteria: activeness Form of Assessment : Participatory Activities	Group Assignment Presentation 4 X 50		Material: Product differentiation, product positioning and branding Reference: . <i>Tuten, Tracy L. 2008. Advertising 2.0. Social media marketing in web 2.0 world. Praeger. London</i>	7%
13	Students are able to explain and differentiate various types of marketing strategies	Recognize and explain various types of marketing strategies	Criteria: discussion Form of Assessment : Participatory Activities	Lectures and discussions 4 X 50		Material: Advertising and promotion techniques on social media References: <i>Shimp, Terence. 2003. Advertising and Promotion; Additional aspects of integrated marketing. (book II) Erlangga. Jakarta</i>	7%
14	Students are able to explain and differentiate various types of marketing strategies	Recognize and explain various types of marketing strategies	Criteria: discussion Form of Assessment : Participatory Activities	4 X 50		Material: advertising and branding through online media Reference: . <i>Duncan, Tom. 2002. IMC. Using advertising and Promotion to build Brand. McGrawHill.</i>	7%
15	Presentation and evaluation	carry out presentations and evaluations	Criteria: discussion Form of Assessment : Participatory Activities	observation. product testing and trade promotion observations 4 X 50		Material: Trade promotions, nature of sales promotions, advantages and disadvantages of promotions Reader: <i>Shimp, Terrence. 2010. Advertising, Promotion, & Other Aspects of Integrated Marketing Communications, 8e. South-Western, Cengage Learning</i>	7%
16	UAS	UAS	Criteria: presentation Form of Assessment : Test	4 X 50			7%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	80%
2.	Project Results Assessment / Product Assessment	6%
3.	Test	14%
		100%

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** 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.
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.