

		<b>Universitas Negeri Surabaya</b> <b>Faculty of Engineering,</b> <b>Cosmetology Education Undergraduate Study Program</b>					<b>Document Code</b>																																										
<b>SEMESTER LEARNING PLAN</b>																																																	
<b>Courses</b>		<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>			<b>SEMESTER</b>	<b>Compilation Date</b>																																									
Digital Marketing		8321302004		T=2	P=0	ECTS=3.18	3	April 26, 2023																																									
<b>AUTHORIZATION</b>		<b>SP Developer</b>		<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>																																										
		Sri Dwiyanti		.....			Nia Kusstianti, S.Pd., M.Pd.																																										
<b>Learning model</b>	<b>Project Based Learning</b>																																																
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																
	<b>PLO-5</b>	Applying a professional attitude as an educator and practitioner in the field of cosmetology which includes discipline, honesty, responsibility, ethics, ability to collaborate and communicate effectively																																															
	<b>Program Objectives (PO)</b>																																																
	<b>PLO-PO Matrix</b>																																																
		<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 15%;">P.O</td> <td colspan="15">PLO-5</td> </tr> </table>							P.O	PLO-5																																							
P.O	PLO-5																																																
<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																	
	<table border="1" style="width: 100%; text-align: center;"> <tr> <td rowspan="2" style="width: 5%;">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> </table>																P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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<b>Short Course Description</b>	The course material consists of basic digital marketing concepts in marketing strategies for products and services in the beauty sector, which includes: understanding digital marketing, advantages and disadvantages of digital marketing, types of digital marketing. how to start digital marketing, digital marketing strategies and their implementation in the beauty sector.																																																
<b>References</b>	<b>Main :</b>																																																
	1. Tarigan Josua. CREATIVE DIGITAL MARKETING Teknologi Berbiaya Murah, Inovatif, dan Berdaya hasil Gemilang. 2009Kottler, Philips, Hermawan Kertajaya. Marketing 4.0. Bergerak dari tradisional ke Digital. Gramedia Pustaka Utama, 2019																																																
	<b>Supporters:</b>																																																
<b>Supporting lecturer</b>	Sri Usodoningtyas, S.Pd., M.Pd. Sri Dwiyanti, S.Pd., M.PSDM.																																																
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>			<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																									
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																												
(1)	(2)	(3)	(4)	(5)	(6)		(7)	(8)																																									

1	Students are able to understand and analyze the basic concepts of Digital Marketing	1.students understand the meaning of digital marketing 2.Students are able to analyze the concept of digital marketing	<b>Criteria:</b> 5 <b>Form of Assessment :</b> Participatory Activities	Discovery learning 2 X 50			2%
2	Students are able to understand and analyze the basic concepts of Digital Marketing	1.students understand the meaning of digital marketing 2.Students are able to analyze the concept of digital marketing	<b>Criteria:</b> 10 <b>Form of Assessment :</b> Participatory Activities	Discovery learning 2 X 50	on line		2%
3	Students have the ability to understand and analyze types of business marketing for products and/or services in the beauty sector through the use of digital marketing	1.Students have the ability to understand and analyze the marketing of beauty products and/or services using digital marketing, namely: websites 2.search engine marketing 3.social media marketing 4.online advertising 5.email marketing 6.video marketing	<b>Form of Assessment :</b> Participatory Activities	project based learning 2 X 50	online 2 x 50		2%

4	Students have the ability to understand and analyze types of business marketing for products and/or services in the beauty sector through the use of digital marketing	<ol style="list-style-type: none"> <li>1. Students have the ability to understand and analyze the marketing of beauty products and/or services using digital marketing, namely: websites</li> <li>2. search engine marketing</li> <li>3. social media marketing</li> <li>4. online advertising</li> <li>5. email marketing</li> <li>6. video marketing</li> </ol>	<b>Form of Assessment :</b> Participatory Activities	project based learning 2 X 50	online 2 x 50		0%
5	Students have the ability to understand and analyze types of business marketing for products and/or services in the beauty sector through the use of digital marketing	<ol style="list-style-type: none"> <li>1. Students have the ability to understand and analyze the marketing of beauty products and/or services using digital marketing, namely: websites</li> <li>2. search engine marketing</li> <li>3. social media marketing</li> <li>4. online advertising</li> <li>5. email marketing</li> <li>6. video marketing</li> </ol>	<b>Form of Assessment :</b> Participatory Activities	project based learning 2 X 50	Online/online 2 x 50		2%
6	students have an understanding of how to start digital marketing	Students are able to understand how to start digital marketing	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	2 X 50	project presentation 2 x 50		2%
7	students have an understanding of how to start digital marketing	Students are able to understand how to start digital marketing	<b>Criteria:</b> 10 <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	offline 2 x 50 minutes 2 X 50	project presentation 2 x 50		5%

8		Able to present proposals well and precisely	<b>Form of Assessment :</b> Project Results Assessment / Product Assessment, Test	offline 2 x 50 minutes	online 2 x 50		15%
9			<b>Criteria:</b> 5  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment, Portfolio Assessment	offline 2 x 50	online/online 2 x 50		5%
10		Able to present digital marketing campaign results and plans well and precisely	<b>Criteria:</b> 10  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment, Portfolio Assessment	offline 2 x 50	online/online 2 x 50		15%
11	digital product marketing projects according to marketing plans and proposals	Able to make a profit and prepare reports well	<b>Criteria:</b> 10  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment		online 2 x 50		5%
12	digital product marketing projects according to marketing plans and proposals	Able to make a profit and prepare reports well	<b>Criteria:</b> 10  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment		online 2 x 50		5%
13	digital product marketing projects according to marketing plans and proposals	Able to make a profit and prepare reports well	<b>Criteria:</b> 10  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment		online 2 x 50		5%
14	digital product marketing projects according to marketing plans and proposals	Able to make a profit and prepare reports well	<b>Criteria:</b> 10  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment		online 2 x 50		5%
15	Able to present project results well and in accordance with the proposal		<b>Criteria:</b> 5  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	offline 2 x 50	online 2 x 50		15%

16	Able to present project results well and in accordance with the proposal		<b>Criteria:</b> 5  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	offline 2 x 50	online 2 x 50		15%
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**Evaluation Percentage Recap: Project Based Learning**

No	Evaluation	Percentage
1.	Participatory Activities	8%
2.	Project Results Assessment / Product Assessment	74.5%
3.	Portfolio Assessment	10%
4.	Test	7.5%
		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.
- 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.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.