



**Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Management Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date		
M Marketing Computer Practices	6120102136		T=2 P=0 ECTS=3.18	6	July 18, 2024		
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator			
	Yuyun Isbanah, S.E., M.SM.			
Learning model	Project Based Learning						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course						
	Program Objectives (PO)						
	PLO-PO Matrix						
		P.O					
Short Course Description	The Marketing Computer Practice course is given to Bachelor of Management students with a marketing concentration to learn computer skills that are useful in marketing, including: Microsoft Word (form letters and mail merge), Microsoft Excel (design of worksheets), Microsoft Publisher (desktop publishing), Canva, and SPSS, Amos, & PLS Statistical Software. The learning method applied is practicum in a computer laboratory. The learning strategy used is problem based learning, where students are assigned to apply computer applications according to problems or marketing projects agreed upon with the lecturer. The output of this course is in the form of assignments which are collected at the end of each lecture and at the end of the semester.						
	References	Main : 1. Hidayatullah, A Taufik.2011 Belajar Cepat Microsoft Office. PT Elex Media Komputindo Jakarta 2. Purnomo, Catur H. 2011. Panduan Cepat Menguasai Excel. PT Elex Media Komputindo Jakarta 3. Imam Ghozali. 2011. Aplikasi Analisis Multivariate dengan Program Ibm SPSS. BP Universitas Diponegoro Semarang 4. Singgih Santoso. 2010. Statistik Multivariate. PT Elex Media Komputindo Jakarta Supporters:					
Supporting lecturer	Dr. Sanaji, S.E., M.Si. Widyastuti, S.Si., M.Si. Tias Andarini Indarwati, S.E., M.M. Rosa Prafitri Juniarti, S.E., M.S.M.						
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 operate a computer to test instruments	Students are able to operate computers to test instruments using correlation and Cronbach alpha		2 X 50 demonstration and practice			0%

2	Students are able to operate a computer to test instruments	Students are able to operate a computer to test instruments using confirmatory factor analysis.		2 X 50 demonstration and practice			0%
3	Students are able to operate a computer to create segmentation	Students are able to operate a computer to create segmentation using crosstab analysis		2 X 50 demonstration and practice			0%
4	Students are able to operate a computer to create segmentation.	Students are able to operate a computer to create segmentation using cluster analysis		2 X 50 demonstration and practice			0%
5	Students are able to operate a computer to create positioning	Students are able to operate a computer to create positioning with Excel		1 X 1 demonstration and practice			0%
6	Students are able to operate a computer to create positioning	Students are able to operate a computer to create positioning using attribute analysis		2 X 50 demonstration and practice			0%
7	Students are able to operate a computer to create positioning	Students are able to operate computers to create positioning using non-attribute analysis.		2 X 50 demonstration and practice			0%
8	Midterm Exam (UTS)			2 X 50			0%
9	Students are able to operate computers to design traditional marketing communications.	<ol style="list-style-type: none"> 1. Students are able to operate a computer to design logos. 2. Students are able to operate computers to design labels and packaging. 3. Students are able to operate computers to design advertisements. 		2 X 50 demonstration and practice			0%
10	Students are able to operate computers to design traditional marketing communications.	<ol style="list-style-type: none"> 1. Students are able to operate a computer to design logos. 2. Students are able to operate computers to design labels and packaging. 3. Students are able to operate computers to design advertisements. 		2 X 50 demonstration and practice			0%
11	Students are able to operate computers to design traditional marketing communications.	<ol style="list-style-type: none"> 1. Students are able to operate a computer to design logos. 2. Students are able to operate computers to design labels and packaging. 3. Students are able to operate computers to design advertisements. 		2 X 50 demonstration and practice			0%

12	Students are able to operate computers to design digital marketing communications.	1.Students are able to photograph products for digital marketing communications. 2.Students are able to operate computers to design marketing content. 3.Students are able to operate computers to design native advertising.		2 X 50 demonstration and practice			0%
13	Students are able to operate computers to design digital marketing communications.	1.Students are able to photograph products for digital marketing communications. 2.Students are able to operate computers to design marketing content. 3.Students are able to operate computers to design native advertising.		2 X 50 demonstration and practice			0%
14	Students are able to operate computers to design digital marketing communications.	1.Students are able to photograph products for digital marketing communications. 2.Students are able to operate computers to design marketing content. 3.Students are able to operate computers to design native advertising.		2 X 50 demonstration and practice			0%
15	Students are able to operate computers to design social media marketing communications.	Students are able to operate computers to design social media marketing communications.		2 X 50 demonstration and practice			0%
16							0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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.