					Document Code
	Universitas Negeri Surabaya **Faculty of Languages and Arts** **Bachelor of Visual Communication Design Study Program**				

SEMESTER LEARNING PLAN

Courses		CODE	Course Family	Credit Weight				SEMESTER	Compilation Date
Advertising Theory		9024102047		**T=2**	**P=0**	**ECTS=3.18**		5	July 18, 2024
AUTHORIZATION		SP Developer		Course Cluster Coordinator				Study Program Coordinator	
		....		....				Marsudi, S.Pd., M.Pd.	

Learning model	Case Studies
Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**
	Program Objectives (PO)
	PLO-PO Matrix
	P.O
	PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Short Course Description	Courses to explain advertising theory such as; regulations in advertising, situation analysis, SWOT analysis, targets, budgeting, and media selection. Understanding of the theory and basics of advertising science and the dynamics of the development of print and digital advertising from Below The Line and Above The Line advertising agencies which include: advertising and culture, the realm of advertising creative communication, advertising communication strategy, exploring target audiences, advertising media strategy, creative briefs, and various advertising concepts. Lectures are delivered using discussion and literature search strategies.

References	Main :
	1. Santosa, Sigit. 2009.Creative Advertising. Jakarta: Elex Media Komputindo. 2. Palupi, Hastono D. 2006.Advertising that Sells. Jakarta: Gramedia Pustaka Utama.2006. 3. Kartajaya, Hermawan. 2004.Positioning, Diferensiasi, dan Brand. Jakarta: PT Gramedia Pustaka Utama. 4. Hermawan, Agus. 2012. Komunikasi Pemasaran. Jakarta: Penerbit Erlangga.
	Supporters:
Supporting lecturer	Muh Ariffudin Islam, S.Sn., M.Sn. Meirina Lani Anggapuspa, S.Sn., M.Sn.

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	Able to understand the basics of advertising	1. Explain the meaning of advertising 2. Explain the function of advertising 3. Explain the role of visual communication design in advertising activities	**Criteria:** Complete and correct description.	Lectures, discussions, questions and answers, 2 X 50			0%
2	Able to understand advertising as a communication activity	1. Explain the stages of the communication process in advertising 2. Mention the factors inhibiting advertising communication 3. Identify the impact of advertising communications	**Criteria:** Complete and correct answer	Lectures, discussions, questions and answers 2 X 50			0%
3	Able to understand sponsor performance in advertising	1. Explain the sponsor's objectives 2. Explain the sponsor's ethos 3. Explain the sponsor's attitude	**Criteria:** Complete, coherent and correct answer.	Lectures, discussions, questions and answers 2 X 50			0%
4	Able to understand the characteristics of the target audience in advertising	1. Identify the role of the advertising target audience 2. Explain the demographic, psychographic and geographic aspects of the target audience 3. Describe the results of the review of the characteristics of the target audience for advertising	**Criteria:** Complete, systematic and correct descriptions, collected on time	Lectures, discussions, questions and answers, assignments 2 X 50			0%
5	Able to understand advertising management	1. Explain advertising objectives 2. Explain advertising management 3. Describe advertising communication strategies	**Criteria:** Complete and correct answer	Lectures, discussions, questions and answers 2 X 50			0%
6	Able to understand public service advertisements	1. Explain the meaning of public service advertisements 2. Explain the characteristics of public service advertisements 3. Describe the results of the review of public service advertisements	**Criteria:** Complete, systematic and correct descriptions, collected on time	Lectures, discussions, questions and answers, assignments 2 X 50			0%
7	Able to understand product/service advertisements	1. Explain the meaning of advertising for goods/services. 2. Explain the characteristics of advertising for goods/services. 3. Describe the results of reviewing advertising messages for goods/services.	**Criteria:** Complete, systematic and correct descriptions, collected on time	Lectures, discussions, questions and answers, 1 X 1 assignments			0%
8	Midterm exam	Answer written questions in the mid-term exam	**Criteria:** Conformity with correct, honest, orderly answers	Written exam 2 X 50			0%

9	Able to understand media in advertising	1. Explain the meaning of advertising media 2. Explain the role of advertising media 3. Explain the purpose of using advertising media	**Criteria:** Complete and correct answer	Lectures, discussions, questions and answers 2 X 50			0%
10	Able to understand various advertising media	1. Explain outdoor and indoor media 2. Explain top and bottom line media 3. Identify the characteristics of print and non-print media	**Criteria:** Complete and correct answer	Lectures, discussions, questions and answers 2 X 50			0%
11	Able to understand advertising media programs	1. Explain advertising media planning 2. Explain advertising media control 3. Describe the costs of displaying advertisements in mass media	**Criteria:** Complete, systematic and correct descriptions, collected on time	Lectures, discussions, questions and answers, assignments 2 X 50			0%
12	Able to understand creative strategies in advertising	1. Explain the meaning of creative 2. Explain creative strategies 3. Describe the message structure in advertising	**Criteria:** Complete and correct answer	Lectures, discussions, questions and answers 2 X 50			0%
13	Able to understand positioning strategies in advertising	1. Explain the meaning of positioning 2. Explain the purpose of positioning 3. Describe the positioning strategy applied in advertising	**Criteria:** Complete, systematic and correct descriptions, collected on time	Lectures, discussions, questions and answers, assignments 2 X 50			0%
14	Able to understand advertising research	1. Explain the purpose of advertising research. 2. Explain types of advertising research. 3. Explain research methods	**Criteria:** Complete and correct answer	Lectures, discussions, questions and answers 2 X 50			0%
15	Able to understand the role of advertising agencies	1. Explain the function of an advertising agency 2. Explain the organizational structure of an advertising agency 3. Explain the role of graphic designers in an advertising agency	**Criteria:** Complete and correct answer	Lecture, discussion, question and answer 1 X 1			0%
16	Final exams	Answer written questions in the final semester exam	**Criteria:** Conformity with correct, honest, orderly answers	Written test 2 X 50			0%

Evaluation Percentage Recap: Case Study

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.