



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

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																
Branding Insights	9024102053		T=2 P=0 ECTS=3.18	5	July 17, 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 which is charged to the course																																				
	Program Objectives (PO)																																				
	PLO-PO Matrix																																				
		P.O																																			
Short Course Description	Course to explain branding theory in developing new brands or re-branding for product brands (goods and services) and corporate brands. The study material provided starts from how to carry out a brand audit, building an identity (brand building), communicating the brand (brand communication), and activating the brand (brand activation). Lectures are delivered using discussion and literature search strategies.																																				
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td rowspan="2" style="width: 10%; text-align: center;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 5%; text-align: center;">1</td> <td style="width: 5%; text-align: center;">2</td> <td style="width: 5%; text-align: center;">3</td> <td style="width: 5%; text-align: center;">4</td> <td style="width: 5%; text-align: center;">5</td> <td style="width: 5%; text-align: center;">6</td> <td style="width: 5%; text-align: center;">7</td> <td style="width: 5%; text-align: center;">8</td> <td style="width: 5%; text-align: center;">9</td> <td style="width: 5%; text-align: center;">10</td> <td style="width: 5%; text-align: center;">11</td> <td style="width: 5%; text-align: center;">12</td> <td style="width: 5%; text-align: center;">13</td> <td style="width: 5%; text-align: center;">14</td> <td style="width: 5%; text-align: center;">15</td> <td style="width: 5%; text-align: center;">16</td> </tr> </table>					P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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Supporting lecturer	Hendro Aryanto, S.Sn., M.Si. Muh Ariffudin Islam, 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	Understand the direction of the Branding Insight lecture achievements from the start to the end meeting.	Attitude: understand the lecture contract Knowledge: understand the concept of text and branding context Skills: Look for information related to branding, such as logos, design plans, etc.		Lecture Discussion Questions and answers 2 X 50			0%
2	Understand the meaning of branding and its environment	Understand branding in text and context and know the environmental elements		Lectures and questions and answers 2 X 50			0%
3	Understand the branding process	Understand the entire branding process from research to implementation in the form of design		Lectures and questions and answers 2 X 50			0%
4	Understand the unity of Brand Strategy, Brand Design, brand marketing, brand communication	Understand the elements contained in Brand Strategy		Lecture, Group discussion, Presentation, Question and answer 2 X 50			0%
5	Brand Design [continued 1]	Understand the elements contained in Brand Design		Lecture, Group discussion, Presentation, Question and answer 2 X 50			0%
6	Brand Marketing [continued 2]	Understand the elements contained in Brand Marketing		Lecture, Group discussion, Presentation, Question and answer 2 X 50			0%
7	Brand Communication [continued 3]	Understand the elements contained in Brand Communication		Lecture, Group discussion, Presentation, Question and answer 2 X 50			0%
8	UTS - Evaluation			2 X 50			0%
9	Understand brand management	Understand the branding management process and branding management phases		Lecture, Group discussion, Presentation, Question and answer 4 X 50			0%
10	Understand brand management	Understand the branding management process and branding management phases		Lecture, Group discussion, Presentation, Question and answer 4 X 50			0%
11	Understanding online branding	Understand the relationship between the benefits of online media and personal branding		Lecture, Group discussion, Presentation, Question and answer 2 X 50			0%
12	Understanding brand building	Understand the process with stages that are systematic, structured and well planned		1. Lecture 2. Group discussion 3. Presentation 4. Question and answer 2 X 50			0%

13	city branding 13 local branding 13 personal branding	Understand and be able to apply city branding and local branding material in a branding proposal		1. Lecture 2. Group discussion 3. Presentation 4. Question and answer 6 X 50			0%
14	city branding 13 local branding 13 personal branding	Understand and be able to apply city branding and local branding material in a branding proposal		1. Lecture 2. Group discussion 3. Presentation 4. Question and answer 6 X 50			0%
15	city branding 13 local branding 13 personal branding	Understand and be able to apply city branding and local branding material in a branding proposal		1. Lecture 2. Group discussion 3. Presentation 4. Question and answer 6 X 50			0%
16	UAS - Evaluation			2 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

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.