	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	9024105074	Compulsory Study Program Subjects	**T=5**	**P=0**	**ECTS=7.95**	4	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
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Learning model	**Case Studies**	
Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**	
	PLO-3	Develop logical, critical, systematic and creative thinking in carrying out specific work in their field of expertise and in accordance with work competency standards in the field concerned
	PLO-10	Able to study Visual Communication Design work that is oriented to a theoretical and contextual approach by following the latest technological developments.
	Program Objectives (PO)	
	PO - 1	Able to explain branding concepts and analyze problems and be able to adapt to situations in the world of marketing communications and public relations.
	PO - 2	Able to explain branding concepts and analyze problems and be able to adapt to situations in the world of marketing communications and public relations.
	PLO-PO Matrix	

P.O	PLO-3	PLO-10
PO-1	✔	✔
PO-2	✔	✔

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
PO-1		✔														
PO-2																

Short Course Description	In this course students learn about the role of communication in building an image (branding). Both institutional branding and branding related to marketing communications, namely brand identity. Students are expected to be able to develop integrated inter-media strategies and creative messages and concepts to reach target audiences, and deliver brand promises through communication programs. Students have the ability to structure a branding program plan based on the application of concepts, principles and practices in organizations and are able to measure and critically evaluate the impact and communication results of a branding program or activity.
References	**Main :**

1. Diehl, Gregory V. 2017. Brand Identity Breakthrough: How to Craft Your Companys Unique Story to Make Your Products Irresistible. by Identity Publications.
2. Neumeier, Marty.2005. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. Publisher by Neutron LLC. San Francisco.
3. Weeler, Alina. 2013. Designing Brand Identity (four edition). Published by John Wiley & Sons, Inc. New Jersey.
4. Aaker, David. 1997. Building Strong Brand. The Free Press: New York.
5. Aaker, David. 1999. Management Brand. The Free Press: New York.
6. A.B. Susanto dkk. 2004. Value Marketing, Paradigma Baru Pemasaran, Penerbit Quantum Bisnis & Manajemen (PT. Mizan Publikasi): Jakarta Selatan.
7. A.B. Susanto & Himawan Wijanarko. 2004. Power Branding: Membangun Merek Unggul dari Organisasi Pendukungnya. Mizan Media Utama: Bandung.
8. Darmadi Durianto: Sugiarto. Tony Simanjuntak. 2001. Strategi Menaklukan Pasar. PT Gramedia Pustaka Utama: Jakarta.
9. Fandy Tjiptono. 2005. Strategi Manajemen Brand. Andy: Yogyakarta.
10. Keller, Kevin Lane. 2005. Strategic Brand Management: Building, Measuring, and Manging Brand Equity. Pearson Prentice Hall.
11. STRATEGI MEDIA PROMOSI PRODUK ECOPRINT UMKM SEKAR WIDURI DI MOJOSARI

Supporters:	

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	Understanding RPSUnderstanding the course overview	Explain RPS and course description	**Criteria:** value 10 **Form of Assessment** : Project Results Assessment / Product Assessment	lecture 5 X 50	-	**Material:** RPS and Lecture Contract. **Reference:** *Aaker, David. 1997. Building Strong Brands. The Free Press: New York.*	0%
2	Understand theories and concepts about Branding	Explains theories and concepts about Branding	**Criteria:** 0 **Form of Assessment** : Portfolio Assessment	lecture discussion 5 X 50		**Material:** Theories and concepts about Branding **Library:** *Darmadi Durianto: Sugiarto. Tony Simanjuntak. 2001. Strategy to Conquer the Market. PT Gramedia Pustaka Utama: Jakarta.*	5%
3	Understand Segmentation, Targeting, Differentiation and Positioning Strategies	Explaining Segmentation, Targeting, Differentiation and Positioning Strategies	**Criteria:** max value 10 **Form of Assessment** : Project Results Assessment / Product Assessment	lecture discussion 5 X 50		**Material:** Segmentation, Targeting, Differentiation and Positioning Strategies **References:** *Keller, Kevin Lane. 2005. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Pearson Prentice Hall.*	10%

4	Understanding the Concept of Brand EquityUnderstanding the Concept of Brand Building	Explaining the Concept of Brand Equity Explaining the Concept of Building a Brand	**Criteria:** max value 20 **Form of Assessment** : Project Results Assessment / Product Assessment	lecture discussion 5 X 50		**Material:** Human inside **Bibliography:** *Diehl, Gregory V. 2017. Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible. by Identity Publications.*	0%
5	Understanding Cyber branding Understanding brand visual identity, Understanding brand positioning, brand differentiation Designing brand identity.	Explaining Cyber branding Explaining brand visual identity, Creating brand positioning plans, brand differentiation Designing brand identity	**Criteria:** max value 20 **Form of Assessment** : Test	lecture discussion group work 5 X 50		**Material:** Cyber branding, brand visual identity, brand positioning, brand differentiation, brand identity. **Reference:** *Neumeier, Marty. 2005. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. Publisher by Neutron LLC. San Francisco.*	0%
6	Understanding Cyber branding Understanding brand visual identity, Understanding brand positioning, brand differentiation Designing brand identity.	Explaining Cyber branding Explaining brand visual identity, Creating brand positioning plans, brand differentiation Designing brand identity	**Criteria:** max value 20 **Form of Assessment** : Test	Lectures, surveys and presentations 5 X 50		**Material:** Brand equity concept, Brand Building Strategy **References:** *Aaker, David. 1997. Building Strong Brands. The Free Press: New York.*	10%
7	Understanding Cyber branding Understanding brand visual identity, Understanding brand positioning, brand differentiation Designing brand identity.	Explaining Cyber branding Explaining brand visual identity, Creating brand positioning plans, brand differentiation Designing brand identity	**Criteria:** max value 20 **Form of Assessment** : Portfolio Assessment	Lectures, surveys and presentations 5 X 50		**Material:** Segmentation, Targeting, Differentiation and Positioning Strategies **References:** *Keller, Kevin Lane. 2005. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Pearson Prentice Hall.*	10%

8	U.S.S	Working on the U.S.S	**Criteria:** max value 100 **Form of Assessment** : Test	written test 5 X 50		**Material:** Segmentation, Targeting, Differentiation and Positioning Strategies **References:** *AB Susanto et al. 2004. Value Marketing, New Marketing Paradigm, Quantum Business & Management Publisher (PT. Mizan Publishing): South Jakarta.*	20%
9	Students understand branding of tourist destinations, products, institutions	Students understand branding of tourist destinations, products, institutions	**Criteria:** 100 **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, surveys and presentations 5 X 50		**Material:** SWOT **References:** *Diehl, Gregory V. 2017. Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible. by Identity Publications.*	0%
10	Students understand branding of tourist destinations, products, institutions	Students understand branding of tourist destinations, products, institutions	**Criteria:** 100 **Form of Assessment** : Portfolio Assessment	Lectures, surveys and presentations 5 X 50		**Material:** Target Audience **Reader:** *AB Susanto & Himawan Wijanarko. 2004. Power Branding: Building Superior Brands from Supporting Organizations. Mizan Main Media: Bandung.*	5%
11	Design Project: Understanding Design Concepts, Promotions, Media Concepts.	Understand design concepts, promotions, media concepts.	**Criteria:** 100 **Form of Assessment** : Participatory Activities	Practice 5 X 50		**Material:** Design Concept, Promotion, Media Concept. **References:** *Neumeier, Marty. 2005. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. Publisher by Neutron LLC. San Francisco.*	0%

12	Design Project: Understanding Design Concepts, Promotions, Media Concepts.	Understand design concepts, promotions, media concepts.	**Criteria:** 100 **Form of Assessment** : Portfolio Assessment	Practice 5 X 50		**Material:** Design Concept, Promotion, Media Concept. **References:** *Neumeier, Marty. 2005. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design. Publisher by Neutron LLC. San Francisco.*	0%
13	Students understand branding of tourist destinations, products, institutions	Students understand branding of tourist destinations, products, institutions	**Criteria:** 100 **Form of Assessment** : Project Results Assessment / Product Assessment	Practice 5 X 50		**Material:** Thumbnail, Tightissue, Final design **Reader:** *Weeler, Alina. 2013. Designing Brand Identity (four edition). Published by John Wiley & Sons, Inc. New Jersey.*	5%
14	Students understand branding of tourist destinations, products, institutions	Students understand branding of tourist destinations, products, institutions	**Criteria:** 100 **Form of Assessment** : Project Results Assessment / Product Assessment	Practice 5 X 50		**Material:** Thumbnail, Tightissue, Final design **Reader:** *Weeler, Alina. 2013. Designing Brand Identity (four edition). Published by John Wiley & Sons, Inc. New Jersey.*	5%
15	Evaluation	Explaining Conclusions and Suggestions	**Criteria:** 100 **Form of Assessment** : Project Results Assessment / Product Assessment	5 X 50 Presentation		**Material:** Conclusions and Suggestions **Reader:** *Darmadi Durianto: Sugiarto. Tony Simanjuntak. 2001. Strategy to Conquer the Market. PT Gramedia Pustaka Utama: Jakarta.*	10%
16	US	US	**Criteria:** 100 **Form of Assessment** : Project Results Assessment / Product Assessment	5 X 50		**Material:** UAS **Library:** *AB Susanto & Himawan Wijanarko. 2004. Power Branding: Building Superior Brands from Supporting Organizations. Mizan Main Media: Bandung.*	20%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Project Results Assessment / Product Assessment	50%
2.	Portfolio Assessment	20%

3.	Test	30%
		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.