						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 Communications	9024103078	Compulsory Study Program Subjects	**T=3**	**P=0**	**ECTS=4.77**	2	January 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	Meirina Lani Anggapuspa, S.Sn., M.Sn.	Marsudi, S.Pd., M.Pd.	Marsudi, S.Pd., M.Pd.

Learning model	**Project Based Learning**

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-7	Able to plan the Visual Communication Design design process from concept, method, to final completion using the latest software-based Visual Communication Design scientific approach
	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 appreciate cultural diversity, views, religions and beliefs, as well as other original opinions or findings through "Advertising Communication"
	PO - 2	Able to realize quality and measurable work in the creative process of working on "Advertising Communications"
	PO - 3	Able to plan the Visual Communication Design design process from the concept stage, method, to the end in "Advertising Communication"
	PO - 4	Able to master facts, concepts, principles, laws, theories and procedures in the field of commercial and non-commercial advertising communications
	PLO-PO Matrix	

P.O	PLO-3	PLO-7	PLO-10
PO-1	✔		
PO-2	✔	✔	
PO-3	✔	✔	
PO-4			✔

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																
PO-3																
PO-4																

Short Course Description	Courses to master advertising communication theory include the advertising communication process; regulations in advertising, analysis of situations and targets; budgeting, and media selection. Understanding of the basics of commercial and non-commercial advertising communications; dynamics of the development of print and digital advertising from advertising agencies. Conduct advertising and culture studies, the realm of advertising creative communication, advertising communication strategies, exploring target audiences, advertising media strategies, creative briefs, and various advertising concepts. Lectures are delivered using discussion and literature search strategies.

References	**Main :**

1. Moriarty, Sandra, dkk. 2011. Advertising . Jakarta: Kencana.
2. Palupi, Hastono D. 2006. Advertising that Sells . Jakarta: Gramedia Pustaka Utama
3. Santosa, Sigit. 2009. Creative Advertising . Jakarta: Elex Media Komputindo
4. Thames & Hudson. 2012. The Advertising Concept Book. Toppan Printing.
5. Aitchison, Jim. 1999. Cutting Edge Advertising. Prentice Hall.
6. Aitchison, Jim. 1999. Cutting Edge Commercials. Prentice Hall.
7. Jefkin, Frank. 2002. Periklanan. Erlangga

Supporters:	
1. Finnah Fourqoniah, M Fikry Aransyah. 2020. Buku Ajar Pengantar Periklanan. Jawa Tengah: Penerbit Lakeisha	

Supporting lecturer	Meirina Lani Anggapuspa, S.Sn., M.Sn. Muhamad Ro'is Abidin, S.Pd., M.Pd.

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	1.1. Explain the meaning of advertising 2.2. Explain the function of advertising 3.3. Explain the role of visual communication design in advertising activities	**Criteria:** 1.Complete and correct descriptions, submitted on time 2.Can identify the role and function of graphic design in advertising 3.Actively participate in class discussions **Form of Assessment** : Participatory Activities	Delivery of material, discussion, questions and answers 3 X 50		**Material:** Basics of advertising **Reference:** *Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana.* **Material:** History of Advertising **Bibliography:** *Aitchison, Jim. 1999. Cutting Edge Advertising. Prentice Hall.* **Material:** Introduction to Advertising **Literature:** *Finnah Fourqoniah, M Fikry Aransyah. 2020. Introduction to Advertising Textbook. Central Java: Lakeisha Publishers*	5%
2	Able to understand advertising as a communication activity	1.1. Stages of the advertising communication process 2.2. Factors inhibiting advertising communication 3.3. Impact of advertising communications	**Criteria:** 1.Understand the stages of the advertising communication process, inhibiting factors and the impact of advertising communication 2.Can identify the communication impact of advertising **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Delivery of material, discussion, questions and answers 3 X 50		**Material:** Advertising Communication Process **References:** *Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana.* **Material:** Factors that influence advertising communication **References:** *Aitchison, Jim. 1999. Cutting Edge Advertising. Prentice Hall.* **Material:** Introduction to marketing communications : an integrated approach **References:**	6%

3	Able to understand sponsor performance in advertising	1.1. Explain the sponsor's objectives 2.2. Explain the sponsor's ethos 3.3. Explain the sponsor's attitude	**Criteria:** 1. Complete and correct descriptions, submitted on time 2. Can identify the sponsor's objectives in advertising, the sponsor's ethos, and the sponsor's attitude to advertising **Form of Assessment** : Project Results Assessment / Product Assessment, Portfolio Assessment	Delivery of material, discussion, questions and answers, contextual approach, Focus Group Discussion 3 X 50		**Material:** Types of Sponsorship and their application **Reference:** *Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama*	8%
4	Able to understand the characteristics of the target audience in advertising	1.1. Identify the role of the advertising target audience 2.2. Explain the demographic, psychographic and geographic aspects of the target audience 3.3. Describe the results of the review of the characteristics of the target audience for the advertisement	**Criteria:** 1. Understand the role of advertising target audiences 2. Understand demographic aspects, geographic psychographics and characteristics of the target audience for advertising 3. Can review the characteristics of the target audience for advertising **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Delivery of material, discussion, questions and answers 3 X 50		**Material:** Determining advertising target audiences, audience segmentation, market segmentation **References:** *Aitchison, Jim. 1999. Cutting Edge Advertising. Prentice Hall.*	5%
5	Able to understand advertising management	1.1. Explain the purpose of advertising 2.2. Explain advertising management 3.3. Describe advertising communication strategies	**Criteria:** 1. Complete and correct descriptions, submitted on time. 2. Understand advertising objectives, management and strategy **Form of Assessment** : Assessment of Project Results / Product Assessment, Practices / Performance	Delivery of material, discussions, questions and answers, 3 X 50 FGDs		**Material:** Advertising Management **Bibliography:** *Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana.* **Material:** Advertising Communication Strategy **Reference:** *Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama*	4%
6	Able to understand public service advertisements	1.1. Explain the meaning of public service advertising 2.2. Explain the characteristics of public service advertisements 3.3. Describe the results of the review of public service advertisements	**Criteria:** 1. Understand the definition of Public Service Advertisements 2. Understand the types and forms of Public Service Advertisements 3. Able to create the concept of Public Service Advertisements using Analogy Techniques **Forms of Assessment** : Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance	Delivery of material, Assignment to Design Public Service Advertisements using the 3 X 50 Analogy Technique		**Material:** Techniques for designing Public Service Advertisements **Library:** *Thames & Hudson. 2012. The Advertising Concept Book. Toppan Printing.*	3%

7	Able to understand product/service advertisements	1.1. Explain the meaning of advertising for goods/services 2.2. Explain the characteristics of product/service advertising 3.3. Describe the results of reviewing advertising messages for goods/services	**Criteria:** 1. Understand the meaning of advertising for goods/services and the characteristics of advertising for goods/services 2. Can review advertising messages for goods/services 3. Can describe the results of reviews of messages in product advertising media **Forms of Assessment**: Participatory Activities, Project Results Assessment / Product Assessment	Delivery of material, discussion, questions and answers. 3 X 50		**Material:** Types of Advertising for Products, Goods and Services **Library:** *Jefkin, Frank. 2002. Advertising. Erlangga* **Material:** Characteristics of Advertisements for Products, Goods and Services **Library:** *Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana.*	5%
8	Midterm exam	Answer written questions in the midterm exam	**Criteria:** 1. Complete and correct descriptions, submitted on time 2. Can understand and explain advertising problems 3. Can answer questions in writing on the UTS answer sheet **Forms of Assessment**: Participatory Activities, Project Results Assessment / Product Assessment, Tests	Commercial Advertising Project 3 X 50		**Material:** Techniques for making commercial advertisements **Library:** *Thames & Hudson. 2012. The Advertising Concept Book. Toppan Printing.*	5%
9	Able to understand media in advertising	1.1. Explain the meaning of advertising media 2.2. Explain the role of advertising media 3.3. Explain the purpose of using advertising media 4.4. Categorize Advertising Media	**Criteria:** 1. Can explain the meaning, role of media, and the purpose of using advertising media 2. Can categorize advertising media **Forms of Assessment**: Project Results Assessment / Product Assessment, Portfolio Assessment, Practice / Performance	Lectures, discussions, assignments to categorize advertising media in Surabaya 3 X 50		**Material:** Advertising Media **Reference:** *Jefkin, Frank. 2002. Advertising. Erlangga*	7%
10	Able to understand various advertising media	1.1. Explain outdoor and indoor media 2.2. Explain top and bottom line media 3.3. Identify the characteristics of print and non-print media	**Criteria:** 1. The description of outdoor and indoor media is complete and correct 2. Understand the types and criteria of outdoor and indoor media well 3. Understand the types and criteria of top and bottom line media well **Form of Assessment**: Portfolio Assessment, Practice / Performance	Lectures, discussions, questions and answers, assignments 3 X 50		**Material:** Types and characteristics of outdoor and indoor media **References:** *Jefkin, Frank. 2002. Advertising. Erlangga* **Material:** Characteristics of print and non-print media **References:** *Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo*	6%

			Criteria				
11	Able to understand advertising media programs	1.1. Explain advertising media planning 2.2. Explain advertising media controls 3.3. Describe the costs of displaying advertisements in mass media	**Criteria:** 1.Complete and correct description of advertising media planning and control, collected on time 2.Good understanding of advertising media programs **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments 3 X 50		**Material:** Media planning, advertising media control **References:** *Moriarty, Sandra, et al. 2011. Advertising. Jakarta: Kencana.*	6%
12	Able to understand creative strategies in advertising	1.1. Explain the meaning of creativity 2.2. Explain creative strategies 3.3. Describe the message structure in advertising	**Criteria:** 1.Complete and correct description 2.Completion of assignments according to deadlines 3.Understand the meaning of creative, creative strategy formulation, and message structure in advertising **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers, assignments to design the Marketing Mix of an MSME brand in Surabaya 3 X 50		**Material:** Marketing mix **Reference:** *Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama*	6%
13	Able to understand positioning strategies in advertising	1.1. Explain the meaning of positioning 2. Explain the purpose of positioning 3. Describe the positioning strategy applied in advertising 2.2. Explain the purpose of positioning 3.3. Describe the positioning strategy applied in advertising	**Criteria:** 1.Complete and correct descriptions, submitted on time 2.Understand the meaning, objectives and strategies of positioning in advertising **Form of Assessment** : Practice / Performance	Lectures, discussions, questions and answers 3 X 50		**Material:** Positioning **Literature:** *Santosa, Sigit. 2009. Creative Advertising. Jakarta: Elex Media Komputindo*	6%
14	Able to understand advertising research	1.1. Explain the purpose of advertising research 2.2. Explain the types of advertising research 3.3. Explain advertising research methods	**Criteria:** 1.Complete and correct descriptions, submitted on time 2.Can explain advertising research methods in product advertising media 3.Understand the purpose of advertising research, types of research, and advertising research methods **Form of Assessment** : Participatory Activities	Lectures, discussions, questions and answers, Forum Group Discussion 3 X 50		**Material:** Advertising Research **Bibliography:** *Jefkin, Frank. 2002. Advertising. Erlangga*	6%

15	Able to understand the role of advertising agencies	1.1. Explain the function of an advertising agency 2.2. Explain the organizational structure of an advertising agency 3.3. Explain the role of graphic designers in advertising agencies	**Criteria:** 1. Complete and correct description 2. Can explain the role of a graphic designer in an advertising agency according to the advertising agency's organizational structure chart 3. Understand the function, structure of the organization. and the role of graphic designers in advertising agencies **Form of Assessment** : Project Results Assessment / Product Assessment	Lectures, discussions, questions and answers 3 X 50		**Material:** Advertising Bureau **Reference:** *Palupi, Hastono D. 2006. Advertising that Sells. Jakarta: Gramedia Pustaka Utama*	6%
16	Final exams	1. Design an advertising campaign according to what is written in the final semester exam questions 2. Collect the results of the Advertising Campaign design of a Commercial Product Brand via Social Media correctly and on time	**Criteria:** 1. Final Design in accordance with the principles of Advertising Communication Theory 2. Answer the questions in writing on the answer sheet 3. Compile the final design correctly and on time **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Assignment to design an Advertising Campaign for a Commercial Product Brand via Social Media 3 X 50		**Material:** Advertising Campaign **Library:** *Thames & Hudson. 2012. The Advertising Concept Book. Toppan Printing.*	15%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	23.84%
2.	Project Results Assessment / Product Assessment	40.17%
3.	Portfolio Assessment	10.33%
4.	Practice / Performance	23%
5.	Test	1.67%
		99.01%

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.