



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
DIGITAL PROMOTION	9024104084	Compulsory Study Program Subjects	T=4	P=0	ECTS=6.36	5	January 9, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Muh Ariffudin Islam, S.Sn., M.Sn.		Muh Ariffudin Islam, S.Sn., M.Sn.			Marsudi, S.Pd., M.Pd.	

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program which 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-4	Develop yourself continuously and collaborate.																																																																																																																			
	PLO-6	Mastering the theory and design methodology of Visual Communication Design with various functional approaches and problem solving.																																																																																																																			
	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-9	Able to design Visual Communication Design work that is oriented towards problem solving with a creativity and technology-based approach and using the latest software.																																																																																																																			
	Program Objectives (PO)																																																																																																																				
	PO - 1	Have good morals, ethics and personality when participating in Digital Promotion learning																																																																																																																			
	PO - 2	Able to identify problems and determine actions to produce Digital Promotion works according to the digital marketing pillars																																																																																																																			
	PO - 3	Have knowledge about managing digital media visual content to support digital marketing strategies																																																																																																																			
	PO - 4	Have the ability and sensitivity in designing media planning, as a form of applying case studies to digital promotions																																																																																																																			
	PLO-PO Matrix																																																																																																																				
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Short Course Description	This course provides experience and deepening of digital promotional design methods, finding creative solutions, and developing the concept of a digital media approach as a vehicle based on communication and persuasion needs in visual communication design. More deeply, this course provides experience so that students master effective, interactive and tactical digital media systems in supporting a message through web design for social or commercial purposes. The scope of this course includes theory and knowledge and insight into digital promotion which includes two large parts, namely: the first part is material regarding background and various theories, the second part is material regarding media developments. Furthermore, the course contains skills in designing promotional media in digital form, along with its applications. The emphasis of this lecture is on designing promotional media designs by applying design principles, as well as digital promotional strategies for various product and service marketing purposes. Lectures are delivered using a direct instruction approach with theoretical and practical strategies.						
References	Main :		<ol style="list-style-type: none"> 1. Ryan, Damian, 2016. Understanding Digital Marketing, marketing strategies for engaging the digital generation. KoganPage; 4 edition 2. Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving from Traditional to Digital. Wiley. 3. Prisgunanto. Ilham, 2014. Komunikasi Pemasaran Era Digital, Penerbit: Prisani Cendekia, ISBN : 978-979-19315-1-9 				
	Supporters:		<ol style="list-style-type: none"> 1. Denny Santoso. 2021. List Building Black Book. Jakarta: Tribelio 2. Scott Stratten & Alison Stratten. (2018). UNBRANDING: 100 Pelajaran Branding di Era Disruptif. Jakarta: PT Elex Media Komputindo 				
	Supporting lecturer		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	Able to understand e-commerce and digital marketing	· Able to describe developments in advertising, technology in digital marketing and consumer or market developments	Criteria: Explain the development of digital media according to the assessment rubric Form of Assessment : Participatory Activities	Lecture Discussion Questions and Answers 4 X 50		Material: Introduction to Digital Promotion and understanding Digital Marketing Reference: <i>Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving chrome Traditional to Digital. Wiley.</i>	5%
2	Review digital marketing strategies	<ol style="list-style-type: none"> 1. Able to analyze the importance of digital marketing strategies 2. Able to identify suitable digital marketing 	Criteria: Identification and analysis of strategies based on the assessment rubric Form of Assessment : Project Results Assessment / Product Assessment	Lecture Presentation Discussion 4 X 50		Material: Understanding e-commerce business models in modern marketing Reference: <i>Ryan, Damian, 2016. Understanding Digital Marketing, strategic marketing for engaging the digital generation. KoganPage; 4 edition</i>	5%

3	Able to understand the user interface in web-based marketing applications	· Able to analyze and write effective websites	<p>Criteria:</p> <p>1.Analyzing the process of determining the title of a research and determining the research topic to be carried out</p> <p>2.Analyzing the process of determining the title of a research and not yet having a research idea</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures, Presentations, Discussions, practice 4 X 50		<p>Material: characteristics of compelling storytelling Reader: Denny Santoso. 2021. <i>List of Building Black Book</i>. Jakarta: Tribelio</p>	5%
4	Able to identify markets and segmentation comprehensively	Understand market specifications and types of consumers	<p>Criteria: Develop market and segmentation strategies according to the assessment rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures, Presentations, Discussions, practice 4 X 50		<p>Material: characteristics of compelling storytelling Reader: Denny Santoso. 2021. <i>List of Building Black Book</i>. Jakarta: Tribelio</p>	5%
5	Able to identify markets and segmentation comprehensively	Understand market specifications and types of consumers	<p>Criteria: Develop market and segmentation strategies according to the assessment rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures, Presentations, Discussions, practice 4 X 50		<p>Material: characteristics of compelling storytelling Reader: Denny Santoso. 2021. <i>List of Building Black Book</i>. Jakarta: Tribelio</p>	5%
6	Able to understand the pillars of digital marketing	Understand the division of online channels and offline channels	<p>Criteria: Students can explain the division of online channels and offline channels</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures, Presentations, Discussions Case studies 4 X 50		<p>Material: Media in digital marketing Reference: Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. <i>Marketing 4.0: From Products to Customers to the Human Spirit</i>. Moving chrome Traditional to Digital. Wiley.</p> <p>Material: pillars in digital marketing Reference: Prisgunanto. Ilham, 2014. <i>Digital Era Marketing Communication</i>, Publisher: Prisani Scholar, ISBN : 978-979-19315-1-9</p>	5%

7	Able to understand the pillars of digital marketing	Understand the division of online channels and offline channels	<p>Criteria: Students can explain the division of online channels and offline channels</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures, Presentations, Discussions Case studies 4 X 50		<p>Material: Media in digital marketing Reference: <i>Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving chrome Traditional to Digital. Wiley.</i></p> <p>Material: pillars in digital marketing Reference: <i>Prisgunanto. Ilham, 2014. Digital Era Marketing Communication, Publisher: Prisani Scholar. ISBN : 978-979-19315-1-9</i></p>	5%
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8	Midterm exam	Able to do UTS questions well and correctly	<p>Criteria: Do UTS questions well and correctly according to the assessment rubric</p> <p>Form of Assessment : Practical Assessment, Test</p>	4 X 50 project based practice		<p>Material: Understanding e-commerce business models in modern marketing</p> <p>Reference: <i>Ryan, Damian, 2016. Understanding Digital Marketing, strategic marketing for engaging the digital generation. KoganPage; 4 edition</i></p> <hr/> <p>Material: Digital Marketing Media. Online and offline</p> <p>Bibliography: <i>Parkin, Gofrey, 2009. Digital Marketing, Strategies for online success</i></p> <hr/> <p>Material: market specifications and types of consumers</p> <p>Reference: <i>Burke, Leigh, 2008, Niche Internet Marketing, Publisher: Leigh Burke</i></p> <hr/> <p>Material: Media in digital marketing</p> <p>Reference: <i>Kotler Philip, Kartajaya Hermawan, Setiawan Iwan, 2010. Marketing 4.0: From Products to Customers to the Human Spirit. Moving chrome Traditional to Digital. Wiley.</i></p>	15%
9	Describe E-mail marketing	· Understand and explain e-mail marketing · Able to create e-mail designs	<p>Criteria: Wrong answer / no answer</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Reading literature, lectures, discussions 4 X 50		<p>Material: Constants and Variables in design</p> <p>Reference: <i>Denny Santoso. 2021. List of Building Black Book. Jakarta: Tribelio</i></p>	5%
10	Describe E-mail marketing	· Understand and explain e-mail marketing · Able to create e-mail designs	<p>Criteria: Wrong answer / no answer</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Reading literature, lectures, discussions 4 X 50		<p>Material: Constants and Variables in design</p> <p>Reference: <i>Denny Santoso. 2021. List of Building Black Book. Jakarta: Tribelio</i></p>	5%

11	Reviewing Online Homework	<ul style="list-style-type: none"> Analyze how to promote business and build an image through online channels Be able to promote business online 	<p>Criteria:</p> <ol style="list-style-type: none"> Organizing several trending digital marketing strategies Analyze how to promote business and build image through online channels <p>Form of Assessment : Practice / Performance</p>	Reading literature, lectures, practice and discussions 4 X 50		<p>Material: Digital marketing strategy trends Reader: Denny Santoso. 2021. <i>List of Building Black Book.</i> Jakarta: Tribelio</p>	5%
12	Able to understand and organize content on websites and landing pages, as well as strategic partnerships	<ol style="list-style-type: none"> Able to build strategic partnerships and recognize opportunities for strategic partnerships Identify the differences and similarities between websites and landing pages Describe the main role of email marketing as the main weapon in digital marketing 	<p>Criteria: Students can master and organize content on websites and landing pages, as well as strategic partnerships</p> <p>Form of Assessment : Participatory Activities</p>	Reading literature, lectures, practice and discussion 4 X 50		<p>Material: Content on the Website and landing page, as well as strategic partnerships Reader: Denny Santoso. 2021. <i>List of Building Black Book.</i> Jakarta: Tribelio</p>	5%
13	Able to explain the relationship between Owned, Earned, and Paid digital marketing	<ol style="list-style-type: none"> Explain the differences between Owned, Earned and Paid digital marketing Explain examples of Owned, Earned, and Paid digital marketing 	<p>Criteria: Explaining the differences between Owned, Earned and Paid digital marketing, with examples</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Reading literature, lectures, practice and discussion 4 X 50		<p>Material: Owned, Earned, and Paid digital marketing Reader: Denny Santoso. 2021. <i>List of Building Black Book.</i> Jakarta: Tribelio</p>	5%
14	Able to design media planning, budgeting, and implement content on the Online and Offline Channel pillars	Able to design media planning and implement design through digital promotional concepts with a case study approach on product services/food-drinks/event projects/* (please choose)	<p>Criteria: Designing media planning and implementing design through digital promotional concepts with a case study approach on product services/food-drink/Project Event/*(please choose)</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Reading literature, lectures, practice and discussion 4 X 50		<p>Material: media planning and design implementation Reader: Denny Santoso. 2021. <i>List of Building Black Book.</i> Jakarta: Tribelio</p>	5%
15	Able to design media planning, budgeting, and implement content on the Online and Offline Channel pillars	Able to design media planning and implement design through digital promotional concepts with a case study approach on product services/food-drinks/event projects/* (please choose)	<p>Criteria: Designing media planning and implementing design through digital promotional concepts with a case study approach on product services/food-drink/Project Event/*(please choose)</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Reading literature, lectures, practice and discussion 4 X 50		<p>Material: media planning and design implementation Reader: Denny Santoso. 2021. <i>List of Building Black Book.</i> Jakarta: Tribelio</p>	5%

16	Able to design media planning, budgeting, and implement content on the Online and Offline Channel pillars	Able to design media planning and implement design through digital promotional concepts with a case study approach on product services/food-drinks/event projects/* (please choose)	Criteria: Designing media planning and implementing design through digital promotional concepts with a case study approach on product services/food-drink/Project Event/*(please choose) Form of Assessment : Project Results Assessment / Product Assessment	Reading literature, lectures, practice and discussion 4 X 50		Material: media planning and design implementation Reader: Denny Santoso. 2021. <i>List of Building Black Book</i> . Jakarta: Tribelio	15%
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Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	10%
2.	Project Results Assessment / Product Assessment	70%
3.	Practical Assessment	7.5%
4.	Practice / Performance	5%
5.	Test	7.5%
		100%

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.