



**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																																
PUBLIC SERVICE ANNOUNCEMENTS	9024103091		T=3	P=0	ECTS=4.77	7	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																																					
Short Course Description	Course to explain the theoretical framework of Public Service Advertisements (ILM) and its production. The study material presented is: history of ILM, communication process, situation analysis, target audience, creative concept and media selection. Understanding of the theory and basics of advertising science and the dynamics of ILM development, print and digital. Lectures are delivered using discussion strategies, literature searches and practicums.																																						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td rowspan="2" style="width: 15%; 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
P.O	Week																																						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																							
References	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Main :</td> <td colspan="6"></td> </tr> <tr> <td colspan="7"> <ol style="list-style-type: none"> 1. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLIC RELATIONS, MARKETING AND BRANDING . Wiley Blackwell 2. M Arif Budiman. 2008. Jualan Ide Segar . Galang Press 3. Hermawan, Agus. 2012. Komunikasi Pemasaran . Jakarta: Penerbit Erlangga </td> </tr> <tr> <td>Supporters:</td> <td colspan="6"></td> </tr> </table>							Main :							<ol style="list-style-type: none"> 1. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLIC RELATIONS, MARKETING AND BRANDING . Wiley Blackwell 2. M Arif Budiman. 2008. Jualan Ide Segar . Galang Press 3. Hermawan, Agus. 2012. Komunikasi Pemasaran . Jakarta: Penerbit Erlangga 							Supporters:																	
Main :																																							
<ol style="list-style-type: none"> 1. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLIC RELATIONS, MARKETING AND BRANDING . Wiley Blackwell 2. M Arif Budiman. 2008. Jualan Ide Segar . Galang Press 3. Hermawan, Agus. 2012. Komunikasi Pemasaran . Jakarta: Penerbit Erlangga 																																							
Supporters:																																							
Supporting lecturer	Tri Cahyo Kusumandyoko, S.Sn., M.Ds.																																						
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	<ol style="list-style-type: none"> 1.Explain the meaning of advertising (ILM) 2.Explain the function of advertising (ILM) 3.Explain the role of Visual Communication Design in advertising activities (ILM) 		Lectures, discussions, questions and answers 3 X 50			0%
2	Able to understand advertising as a communication activity	<ol style="list-style-type: none"> 1.Explain the stages of the communication process in advertising 2.Mention the factors inhibiting advertising communication 3.Identify the impact of advertising communications 		Lectures, discussions, questions and answers 3 X 50			0%
3	Able to understand the characteristics of the target audience in advertising	<ol style="list-style-type: none"> 1. Identify the role of advertising target audiences 2. Explain the demographic, psychographic and geographic aspects of the target audience 3. Describe the results of a review of the characteristics of the audience targeted by the advertisement 	Criteria: Create a paper regarding an overview of the characteristics of the audience targeted by ILM (related to SDGs)	Lectures, discussions, questions and answers, assignments 3 X 50			0%
4	Able to explain non-commercial advertising communications (ILM)	<ol style="list-style-type: none"> 1. Explain the meaning of non-commercial advertising communication 2. Explain the characteristics of non-commercial advertising communications 3. Describe the results of a review of non-commercial advertising communications 	Criteria: Complete and correct descriptions, submitted on time	Lectures, discussions, questions and answers, assignments 3 X 50			0%
5	Able to understand advertising communication strategies (ILM)	<ol style="list-style-type: none"> 1. Explain the purpose of advertising communication 2. Explain advertising communications management 3. Describe persuasive communication strategies 	Criteria: Complete, systematic and correct descriptions, collected on time	Lectures, discussions, questions and answers, assignments 3 X 50			0%
6	Able to understand media in advertising communications (ILM)	<ol style="list-style-type: none"> 1. Explain the meaning of advertising communication media 2. Explain the role of advertising communication media 3. Explain the purpose of using advertising communication media 		Lectures, discussions, questions and answers 3 X 50			0%
7	Able to understand media in advertising communications (ILM)	<ol style="list-style-type: none"> 1. Explain the meaning of advertising communication media 2. Explain the role of advertising communication media 3. Explain the purpose of using advertising communication media 		Lectures, discussions, questions and answers 3 X 50			0%

8	Midterm exam	Answer questions in writing or multiple choice (Quizizz Application) midterm exam questions	Criteria: Complete and correct description, completed on time	Written test or multiple choice 3 X 50			0%
9							0%
10							0%
11							0%
12							0%
13							0%
14							0%
15							0%
16							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.