

## MODULE HANDBOOK



### UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

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Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Creativity in Advertising/ 7020103034	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	4 <sup>th</sup> / odd	Once Year	14 x meetings
1	<b>Types of courses</b> Lectures Structured, Assignments, Independent Study	<b>Contact hours</b>  (3CU X 1,59 ECTS) X {(50:170')} X 28,49 Workhours = 39, 97	<b>Independent Study</b>  (3CU X 1,59 ECTS) X {(60:170')} X 28,49 Workhours= 47,96	<b>Structured Study</b>  (3CU X 1,59 ECTS) X {(60:170')} X 28,49 Workhours = 47,96	<b>Class size</b>  <b>MAX 50 STUDENT</b>
2	<b>Prerequisites for participation (if applicable)</b>				
3	<b>Program Learning outcomes</b>				
	PLO 1.A Promote religious attitude, nationalism, responsibility, and independence, as a reflection of the values of academic norms and ethics.				
	PLO 2.A Collaborate, develop networks and evaluate performance.				
	PLO 3.A Use communication technology to support the message delivery process in the field of marketing				

	<p>communications.</p> <p>PLO.4 A Develop concepts of rules and processes in communication strategies related to the fields of marketing communications and media management.</p>
	<p>CLO : <i>Students are able to producing creative ideas, developing creative stages, as well as producing digital advertising practices in the form of audio visuals.</i></p>
4	<p><b>Subject aims/Content</b> (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> <li>1. Advertising campaign and client brief</li> <li>2. Brainstorming idea stages in advertising</li> <li>3. Develop the concept of product strategy and message strategy in advertising</li> <li>4. Pre-production, production and post-production stages in making advertisements</li> <li>5. Creative proposal</li> <li>6. Advertising production with real client</li> </ol>
5	<p><b>Teaching methods</b> <i>Lecture Course, Project based Learning</i></p>
6	<p><b>Assessment methods</b> <i>Participation, Project/Product</i></p>
7	<p><b>This module/course is used in the following study program/s as well -</b></p>
8	<p><b>Responsibility for module/course</b> <i>Elective Course</i></p>
9	<p><b>Other information (References)</b></p> <ol style="list-style-type: none"> <li>1. Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. SixthEdition. The McGrawHill.</li> <li>2. Web, Rick. 2015. Starting A Creative Firm in The Age of Digital Marketing (Advertising Age). Pallgrave Macmillan. New York.</li> <li>3. Moriarty, Sandra. 2014. Advertising and IMC : Principles and Practice. Prentice Hall.</li> <li>4. Rodger, Shelly, Esther Thorson. 2012. Advertising Theory: Routledge Communication Series. Routledge. New York.</li> <li>5. Cheng, Hong. 2014. THE HANDBOOK OF INTERNATIONAL ADVERTISING RESEARCH. Wiley Balckwell.</li> <li>6. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLIC RELATIONS, MARKETINGAND BRANDING. Wiley Blackwell</li> </ol>