

MODULE HANDBOOK



UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic
Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminikom@unesa.ac.id website: <https://ikom.fish.unesa.ac.id/>

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Social Marketing / 7020103044	(3CU X 1.59 ECTS) X 28.49= 135.89 Workhours	3 CU 4.77 ECTS	3 th / odd	Once Year	14 x meetings
1	Types of courses Lectures Structured, Assignments, Independent Study	Contact hours (3CU X 1,59 ECTS) X{(50:170) X 28,49 Workhour s= 39, 97	Independ ent Study (3CU X 1,59 ECTS) X{(60:170) X 28,49 Workhours = 39, 97	Structured Study (3CU X 1,59 ECTS) X{(60:170) X 28,51 Workhour s= 63,95	Class size MAX 50 STUDENT
2	Prerequisites for participation (if applicable)				
3	Program Learning outcomes				
	<p>PLO 1.A Implement social marketing programmes using information and communication technology in solving social problems.</p> <p>PLO 2.A Master the theoretical concepts and practices of marketing communication strategies in depth to formulate solutions to social problems.</p>				

	<p>PLO 3.A Make the right decisions based on information and data analysis (problems, target audiences, objectives, needs analysis) and contribute ideas of various alternative solutions in marketing communication in the social field.</p>
	<p>CLO : <i>Study the substance of the theory of behavioral change models, marketing planning which includes: segmentation and targeting, competition and positions, as well as new communications and media in social marketing, and social marketing practices using lecture methods, discussions, case study analysis, and simulations.</i></p>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Understand basic concepts of social marketing Understand the differences between social marketing and business marketing, the theory of behavioral change, and promotion strategies. 2. Analysing public behavior. 3. Understand stages of the social marketing planning process. 4. Analyze social marketing environment. 5. Understand methods of determining audiences. 6. Determining goals of behavioural change and 7. Understand social marketing strategies. Understanding the advantages of visual concepts and analyzing radical marketing. 8. Identify barriers, gains, motivators and competitors, and other influential entities. 9. Applying promotion management. 10. Understanding distribution strategies. 11. Planning and implementing social marketing program. 12. Understand the concepts of monitoring and evaluation.
5	<p>Teaching methods <i>Lecture Course, Case Study.</i></p>
6	<p>Assessment methods <i>Product/Project, Participation.</i></p>
7	<p>This module/course is used in the following study program/s as well -</p>
8	<p>Responsibility for module/course <i>Elective Course</i></p>

Other information (References)

1. Hastings, G., Angus, K., and Bryant, C. 2012. The Sage Handbook of Social Marketing . London: Sage Publication Ltd.
2. McKenzie-Mohr, D. 2011. Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing 3rd ed. Gabriola Island: New Society Publishers.
3. Donovan, R. 2010. Principles and Practice of Social Marketing: An International Perspective.
4. Lee, N.R., and Kotler, P. 2016. Social Marketing: Changing Behaviors for Good . London: Sage Publication Ltd.