

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
Management of Mass Media Production/ 7020103041	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	4 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 Workhours = 39, 97	Independent Study (3CU X 1,59 ECTS) X {(60:170) X 28,49 Workhours= 47,96	Structured Study (3CU X 1,59 ECTS) X {(60:170) X 28,49 Workhours = 47,96	Class size MAX 50 STUDENT
2	Prerequisites for participation (if applicable)				
3	Program Learning outcomes				
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 Carrying out research activities in the field of communication using various quantitative and					

	<p>qualitative communication research methods with a monodisciplinary approach.</p> <p>PLO.4 A Analyze concepts, rules and processes for developing message content to achieve various communication goals using various communication media.</p>
	<p><i>CLO : Students are able to develop knowledge and skills in human resource management, financial and production planning, and mass media program evaluation.</i></p>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Forms and characteristics of mass media 2. Digital media production planning 3. Media hr management and managing media finances and human resources 4. Proposal project 5. Designing and producing entertainment-based audio visual content 6. Designing and producing news and sports content
5	<p>Teaching methods <i>Lecture Course, Project based Learning</i></p>
6	<p>Assessment methods <i>Participation, Project/Product</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>
9	<p>Other information (References)</p> <ol style="list-style-type: none"> 1. Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier. 2. Silvia, Irine, 2021, Manajemen Media Massa, Scopindo Media Pustaka, Surabaya. 3. Gough, Howard. (1999). Programa Radio : Perencanaan, Penyajian, dan Produksi. Diterbitkan oleh Asia Pacific Institute for Broadcasting Development, Kuala Lumpur Malaysia.. 4. Morissan. (2008). Manajemen Media Penyiaran, Strategi Mengelola Radio dan Televisi. Jakarta: Kencana. 5. Musburger, B, Robert & Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford,UK