

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
Advertising Media Planning / 7020103115	(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	Independent 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				
	PLO 1.A Students are able to explain the understanding of advertising and advertising components.				
	PLO 2.A Students can understand communication approaches in advertising.				
	PLO 3.A Could explain the theory in advertisement4. Students were able to make media plans for				

	<p>advertising promotion.</p> <p>PLO.4 A ble to make media plans for advertising promotion.</p> <p>PLO 5.A Would be able to understand advertising ethics.</p>
	<p>CLO : <i>Students are able to understand discussion covers an introduction to the creation of advertising concepts, the development of ideas, the construction of brief clients, the stages of the production process, up to the end result of digital advertising that can be applied directly to real clients.</i></p>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Students are able to explain the meaning of advertising. 2. Able to explain the advertising component 3. Students are able to understand communication approaches in advertising. 4. Able to explain the theory in advertisement. 5. Ability to create media plans for advertising promotion. 6. Students can make media plans for advertising promotion. 7. Abre able to distinguish between advertising and marketing. 8. Understand advertising agencies. 9. Understand the ethics of advertising
5	<p>Teaching methods <i>Lecture Course, Project based Learning.</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>
9	<p>Other information (References)</p> <ol style="list-style-type: none"> 1. Belch, George E. and Belech, Michael A. 2003. Advertising and Promotion: an Integrated Marketing Communication Perspective. Sixth Edition. The McGrawHill. 2. Web, Rick. 2015. Starting A Creative Firm in The Age of Digital Marketing (Advertising Age). Pallgrave Macmillan.New York. 3. Moriarty, Sandra. 2014. Advertising and IMC : Principles and Practice. Prentice Hall. 4. Rodger, Shelly, Esther Thorson. 2012. Advertising Theory: Routledge Communication Series. Routledge. New York. 5. Cheng, Hong. 2014. THE HANDBOOK OF INTERNATIONAL ADVERTISING RESEARCH. Wiley Balckwell. 6. Davis, Aeron. 2013. PROMOTIONAL CULTURES - THE RISE AND SPREAD OF ADVERTISING, PUBLICRELATIONS, MARKETING AND BRANDING. Wiley Blackwell

