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: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Branding / 7020103095	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5th / odd	Once Year	14 x meetings

1	Types of courses	Contact hours	Independent Study	Structured Study	Class size
	Lectures Structured, Assignments, Independent Study	(3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhours= 39, 97	(3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	(3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours= 47,96	**MAX 50 STUDENT**

2	**Prerequisites for participation (if applicable)**

3	**Program Learning outcomes**

PLO 1.A
Students are able to understand the theories and concepts about Branding.

PLO 2.A
able to understand Segmentation, Targeting, Differentiation, and Positioning Strategies.

PLO 3.A
able to understand the concept of brand equity.

	PLO 4.A Students are able to understand cyber branding. PLO 5.A Students are able to plan brand strategies. PLO 6.A Students are able to understand the branding of tourist destinations, products or institutions	
	CLO : *Students are able to understand about structure a branding program plan based on the application of concepts, principles and practices in organizations and be able to critically evaluate the impact and communication outcomes of a branding program or activity..*	

4	**Subject aims/Content**
	(learning objectives of the course/subject material)
	    1. Understand the course overview.
	    2. Understand theories and concepts about Branding.
	    3. Understand Segmentation, Targeting, Differentiation, and Positioning Strategies.
	    4. Understand the concept of brand equity
	    5. Understand the concept of brand building
	    6. Understand cyber branding
	    7. Understand brand visual identity
	    8. Understand brand positioning, brand differentiation
	    9. Students design brand identity
	    10. Students understand brand strategy
	    11. Understand about branding of tourist destinations, products, institutions	

5	**Teaching methods** *Lecture Course, Project based Learning.*	
6	**Assessment methods** *Product/Project, Participation, Performance.*	
7	**This module/course is used in the following study program/s as well** -	
8	**Responsibility for module/course** *Elective Course*	
9	**Other information (References)** 1. Diehl, Gregory V. 2017. Brand Identity Breakthrough: How to Craft Your Companys Unique Story to Make YourProducts Irresistible. by Identity Publications. 2. Neumeier, Marty.2005. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design.Publisher by Neutron LLC. San Francisco. 3. Weeler, Alina. 2013. Designing Brand Identity (four edition). Published by John Wiley & Sons, Inc. New Jersey. 4. Aaker, David. 1997. Building Strong Brand. The Free Press: New York. 5. Aaker, David. 1999. Management Brand. The Free Press: New York.	

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7. A.B. Susanto & Himawan Wijanarko. 2004. Power Branding: Membangun Merek Unggul dari OrganisasiPendukungnya. Mizan Media Utama: Bandung.
8. Darmadi Durianto: Sugiarto. Tony Simanjuntak. 2001. Strategi Menaklukan Pasar. PT Gramedia Pustaka Utama:Jakarta.
9. Fandy Tjiptono. 2005. Strategi Manajemen Brand. Andy: Yogyakarta.
10. Keller, Kevin Lane. 2005. Strategic Brand Management: Building, Measuring, and Manging Brand Equity. PearsonPrentice Hall.
11. Simmons, Jhon & Clifton, Rita. 2003. Brands and Branding. Profile Books Ltd. London
12. Kapferer, Jean-Noël. The New Strategic Brand Management, 5th edition, KoganPage, London