

## 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
Political Marketing / 7020103008	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5 <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 Workhour s= 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 Workhour s= 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 an attitude of devotion to God, love for the country, responsibility, and independence, as a reflection of the values of academic norms and ethics.				
	PLO 2.A Able to collaborate, develop networks and evaluate performance.				
	PLO 3.A				

	<p>Able to use communication skills and utilize communication technology to solve social change communication issues.</p> <p>PLO.4 A Able to develop concepts, rules, and procedures for preparing plans and implementing social change communication programs.</p>
	<p>CLO : <i>Students are able to examines marketing practices in the context of political communication. The study includes actors such as communicators, political consumers, and the winning team pbenomenon.</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. Understand characteristics and functions of marketing for political activities</li> <li>2. Understand the types and characteristics of political markets or target audiences to be addressed from political marketing strategy</li> <li>3. Understand the process and development of personal branding in political actors</li> <li>4. Understand the role of political research as a source of extracting data in formulating ideas of political vision and mission</li> <li>5. Able to understand the functions and work of political survey institutions</li> <li>6. Understand political advertising communication strategies</li> <li>7. Able to make the concept of Political Branding</li> <li>8. Able to do Social Media Marketing</li> <li>9. Able to conduct Land Campaigns and Events</li> <li>10. Able to conduct Land Campaigns and Events</li> <li>11. Able to conduct Debate and Public Communication</li> </ol>
5	<p><b>Teaching methods</b> <i>Lecture Course, Case Study.</i></p>
6	<p><b>Assessment methods</b> <i>Participation</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. Marshment, Jennifer Lees, et al. (2019). Political Marketing: Principles and Applications. Routledge.</li> <li>2. Marshment, Jennifer Lees. (2012). Routledge handbook of political marketing. Routledge.</li> <li>3. Newman, B. I., Vercic, D. (2003). Communication of Politics : Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing. Taylor and Francis Group.</li> </ol>