

**1.Course Identity**

<b>Course Name</b>	Marketing Communication		
<b>Faculty</b>	Business and Economics	<b>Study Program</b>	Management
<b>Code</b>	SEM956	<b>Credits Weight</b>	3
<b>Group</b>	Study Program	<b>Type of Course</b>	Elective
<b>Semester</b>	6	<b>Availability</b>	Limited to Study Program
<b>Learning Method</b>	Classroom Session	<b>Media</b>	Blended
<b>Course Cluster</b>	Specialization Elective Courses (MKPP)	<b>Prerequisite</b>	Marketing Management

**2. Course Description**

Marketing communication provides theoretical and practical knowledge related to how to design business communications, types and kinds of available tools and media of Marketing Communication, provides an overview of things to do and things to avoid in terms of applicable rules and ethics, and the way to measure program effectiveness of the implemented promotions.

**3.Learning Outcomes**




<b>CPL Codes</b>	<b>Formulation of Graduate Learning Outcomes (CPL)</b>	<b>CPMK Codes</b>	<b>Formulation of Course Learning Outcomes (CPMK)</b>
<b>S3</b>	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession	<b>M1</b>	To understand Integrated Marketing Communication and Consumer Decision Making Process
<b>S5</b>	To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others		
<b>S1</b>	To be devoted to God the Almighty and develop a virtuous noble character	<b>M2</b>	To design creative communication strategies from planning to evaluation
<b>S9</b>	To independently apply the knowledge possessed to support the practice of everyday life in general and professional aspect (to have applicable knowledge, and to apply the knowledge), by implementing Islamic values the blessing for the whole universe		
<b>PP3</b>	To profess at least one of the international languages		

<b>KK4</b>	To think “out of the box” by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science		
<b>KU3</b>	To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom	<b>M3</b>	To design communication media strategy and planning
<b>KK3</b>	To see opportunities quickly and dare to take risks responsibly to provide optimal benefits		
<b>KU4</b>	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions	<b>M4</b>	To make decisions from the evaluation results of marketing communication programs
<b>KK1</b>	To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science in various types of organizations.		

#### 4.Learning Materials and Main References

<b>Learning Materials</b>	<ol style="list-style-type: none"> <li>1. Integrated Marketing Communication (IMC)</li> <li>2. The role of IMC in the marketing process</li> <li>3. Organization of advertising &amp; promotion functions and the role of advertising agencies</li> <li>4. IMC in the perspective of consumer behavior</li> <li>5. Communication process</li> <li>6. Contents of advertising messages, message sources (endorser) and media/communication channels</li> <li>7. Setting marketing communication goals (Marketing Communication) and setting its budgets</li> <li>8. Planning and developing creative strategies in Marketing Communication</li> <li>9. Implementation and evaluation of creative strategies in Marketing Communication</li> <li>10. Sales promotion</li> <li>11. Public relations (PR), publicity, and corporate advertising</li> <li>12. Personal selling</li> <li>13. Measurement of the effectiveness of Marketing Communication</li> <li>14. International advertising and promotion</li> <li>15. Advertising and promotion rules</li> <li>16. Socio-cultural and ethical issues in Marketing Communication</li> <li>17. Marketing Communication media planning and strategy</li> <li>18. Broadcast media (electronic)</li> <li>19. Print media</li> <li>20. Supporting media</li> <li>21. Direct marketing</li> <li>22. Internet and interactive media</li> </ol>
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<b>Main Reference</b>	Belch, George E. & Michael A. Belch , Advertising and Promotion an Integrated Marketing Perspective, McGraw Hill, 6 <sup>th</sup> ed, 2004 (BB)
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<b>Date: February 10, 2021</b>	<b>Date: February 4, 2021</b>	<b>Date: February 1, 2021</b>
Approved by the Dean	Examined by Head of the Study Program	Prepared by:
		
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