

 LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME		INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI			CODE RPS/PGP/S2/DCMM/ODD/SOMS
SEMESTER LEARNING PLAN					
SUBJECT	CODE	Subject Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Social and Online Media Strategies	MGT7051		4 credits	1	February 2022
Authority/Approval	RPS Development Lecturer		Subject Coordinator		Head of Study Program
	Hersinta, Ph.D		Hersinta, Ph.D		Dr. Andika Witono, MM
Learning Outcomes	PLO - Study Program charged to the Subject				
	PLO 1 – P2	PLO 1 – K2 Students are able to understand and apply communication theory in various Communication Science contexts to produce innovative work and solve problems in society in the field of Communication Science or the communication industry, especially in industries related to social media.			
	PLO 2 – GS5	PLO 2 – GS5 Students are able to make decisions in the context of solving problems in the development of science and technology in the field of Communication Science or the communication industry that pay attention to and apply humanities values based on analytical or experimental studies of information and data.			

	PLO 3 – SS1	PLO 3 – SS1 Able to design, implement and produce a thesis or other equivalent form of final assignment that reflects a communication perspective and contains benefits for society, industry and for the development of Communication Science that is monodisciplinary or multidisciplinary in nature.
	PLO 4 – S10	PLO 4 – A10 Students are able to internalize the spirit of independence, struggle, and entrepreneurship in Communication Science studies, especially in fields related to technology and social media.
	Course Learning Outcomes (CLO)	
	CLO 1	CLO 1 Students are able to analyze concepts, theories, and strategic approaches in social media and online communication, including their influence on public opinion, consumer behavior, and the dynamics of digital branding. Students are also able to formulate digital communication strategies based on data, trends, and critical and systematic analysis of digital platforms. (PLO 1 – K2 , PLO 2 – GS 5)
	CLO 2	CLO 2 Students demonstrate reflective and ethical attitudes in assessing the use of social and digital media, and are able to appreciate the role of online communication as a tool for public empowerment and social transformation. Students are also able to play an active role in scientific discussions related to strategic issues in digital media with academic responsibility and social empathy. (PLO 3 – GS 5 , PLO 5 – A 10)
	CLO 3	CLO 3 Students are able to design, implement, and evaluate applicable and innovative social media-based digital communication campaigns or strategies, while taking into account the principles of content management, audience engagement, and the use of relevant digital tools. (PLO 2 – K2, PLO 4 – SS1, PLO 5 – A7)

	Final Competencies for Each Learning Stage (Sub-CLO)
	<ol style="list-style-type: none"> 1. Meeting 1 Students are able to explain the development of social media and its significance in contemporary communication strategies. (PLO: K2, GS5) 2. Meeting 2 : Students are able to differentiate between various types of social media and the audience characteristics of each platform. (PLO: K2, SS1) 3. Meeting 3 : Students are able to analyze the role of social media in shaping public opinion and digital image management. (PLO: K2, GS5) 4. Meeting 4 : Students are able to develop content strategies for social media based on trend research and audience segmentation. (PLO: K2, SS1) 5. Meeting 5 : Students are able to design online communication campaigns based on objectives and digital performance indicators (KPIs). (PLO: K2, SS1) 6. Meeting 6 : Students are able to identify tools for monitoring and evaluating the effectiveness of social media strategies. (PLO: K2, GS5) 7. Meeting 7 : Students are able to apply the concept of digital storytelling in building sustainable relationships with the public. (PLO: K2, SS1) 8. Meeting 8 – Mid-Semester Exam (Midtest) Students are evaluated on their understanding of basic strategies and social media campaign design based on theory and practice. (PLO: K2, K5, GS5)

	<p>9. Meeting 9 : Students are able to evaluate digital crisis risks and design responsive communication approaches. (PLO: K2, SS1)</p> <p>10. Meeting 10 Students are able to implement crisis communication strategies on social media in a timely and ethical manner. (PLO: K2, S10)</p> <p>11. Meeting 11 : Students are able to develop multimedia content relevant to the institution's image and narrative on social media. (PLO: SS1, GS5)</p> <p>12. Meeting 12 Students are able to differentiate between paid media and organic (earned media) promotional strategies and their impacts. (PLO: K2, GS5)</p> <p>13. Meeting 13 : Students are able to utilize digital analytics data to develop recommendations for advanced communication strategies. (PLO: K2, GS5)</p> <p>14. Meeting 14 Students are able to prepare a social media strategy project proposal based on a real case study. (PLO: K2, SS1)</p> <p>15. Meeting 15 : Students are able to present digital social media strategies in a professional and structured manner. (PLO: GS5, A10)</p> <p>16. Meeting 16 – Final Semester Exam (Final Exam) Students are evaluated through presentations of innovative, research-based social media strategy projects. (PLO: K2, GS5, SS1, S10)</p>
	<p>Correlation of PLO to Sub-CLO</p>

	<table> <tr> <th>PLO / Sub-CLO</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th>8 (mid-term exam)</th> <th>9</th> <th>10</th> <th>11</th> <th>12</th> <th>13</th> <th>14</th> <th>15</th> <th>16 (Final Exam)</th> </tr> <tr> <td>PLO 1 – K2</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td>Mid-term exam</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td>Final Exam</td> </tr> <tr> <td>PLO 2 – GS5</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>Mid-term exam</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td>Final Exam</td> </tr> <tr> <td>PLO 3 – SS1</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td>Mid-term exam</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>Final Exam</td> </tr> <tr> <td>PLO 4 – A10</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>Mid-term exam</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> <td>Final Exam</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	PLO / Sub-CLO	1	2	3	4	5	6	7	8 (mid-term exam)	9	10	11	12	13	14	15	16 (Final Exam)	PLO 1 – K2	✓	✓	✓				✓	Mid-term exam				✓				Final Exam	PLO 2 – GS5			✓	✓	✓	✓		Mid-term exam	✓	✓			✓	✓		Final Exam	PLO 3 – SS1	✓		✓					Mid-term exam			✓	✓			✓	Final Exam	PLO 4 – A10		✓	✓	✓	✓		✓	Mid-term exam	✓		✓			✓		Final Exam																	
PLO / Sub-CLO	1	2	3	4	5	6	7	8 (mid-term exam)	9	10	11	12	13	14	15	16 (Final Exam)																																																																																							
PLO 1 – K2	✓	✓	✓				✓	Mid-term exam				✓				Final Exam																																																																																							
PLO 2 – GS5			✓	✓	✓	✓		Mid-term exam	✓	✓			✓	✓		Final Exam																																																																																							
PLO 3 – SS1	✓		✓					Mid-term exam			✓	✓			✓	Final Exam																																																																																							
PLO 4 – A10		✓	✓	✓	✓		✓	Mid-term exam	✓		✓			✓		Final Exam																																																																																							
<p>Brief Description of Subject</p>	<p><i>Social and Online Media Strategies</i> course is designed to equip students with the knowledge, skills, and professional attitudes to design and manage communication strategies based on social media and digital platforms. This course is a collaboration with Edith Cowan University (ECU) and includes four guest lecture sessions in weeks 9-12. At the end of the semester, students will develop a paper analyzing social media strategies in a national and global context.</p> <p>Students will learn about social media dynamics, online audience behavior, platform algorithms, and how to design effective content, distribution, and interaction strategies for various communication objectives, including commercial, social, and institutional ones. With a research-based approach and professional practice, this course emphasizes the development of innovative and responsible digital communication solutions in a complex and rapidly changing information era.</p>																																																																																																						
<p>Study Material: Learning materials</p>	<p>Learning Material 1: Communication Theory and Digital Media Evolution</p> <ul style="list-style-type: none"> • Basic concepts of digital communication • Development of social media and online media 																																																																																																						

- Theory of mediatization and interactivity in online communication

References:

- Book: Baym, NK (2015). *Personal Connections in the Digital Age* (2nd ed.). Polity Press.
- Journal: Lister, M. (2019). “New Media: A Critical Introduction.” *New Media & Society* , 21(3), 511–529.

Learning Material 2: Digital Communication and Social Media Strategy

- Social media strategy planning
- Channel and platform selection
- Content strategy, storytelling, and engagement

References:

- Book: Freberg, K. (2019). *Social Media for Strategic Communication*. Sage Publications. Ch. 1-2
- Journal: Kietzmann, J.H., Hermkens, K., McCarthy, IP, & Silvestre, B.S. (2018). “Social media? Get serious! Understanding the functional building blocks of social media.” *Business Horizons* , 61(1), 1–10.

Learning Material 3: Digital Analytics and Community Management

- Measuring social media performance
- Social media listening and sentiment analysis
- Building and maintaining digital communities

References:

- Book: Freberg, K. (2019). *Social Media for Strategic Communication*. Sage Publications. Ch. 5.
- Journal: Canhoto, AI, & Padmanabhan, Y. (2015). “Social media sentiment analysis: A new paradigm for customer engagement.” *Journal of Marketing Management* , 31(9-10), 1197–1221.

Learning Material 4: Issues and Crises in Social Media

- Handling digital issues and crises
- Digital communication ethics
- Privacy, hoaxes, and data security

References:

- Book: Coombs, W.T., & Holladay, S.J. (2015). *The Handbook of Crisis Communication* . Wiley-Blackwell.

	<ul style="list-style-type: none"> • Journal: Jin, Y., Liu, B.F., & Austin, L. (2021). “Examining the role of social media in effective crisis communication.” <i>Public Relations Review</i> , 47(1), 101–110. <p>Learning Material 5: Social Media Trends and Innovations</p> <ul style="list-style-type: none"> • Influencers, AI, and automation in social media strategy • Visual trends and content formats • The future of digital communication <p>References:</p> <ul style="list-style-type: none"> • Book: Abidin, C. (2018). <i>Internet Celebrity: Understanding Fame Online</i>. Emerald Publishing. • Books: Ryan, D. (2016). <i>Understanding Digital Marketing</i> (4th ed.). Kogan Page. • Journal: Tafesse, W., & Wien, A. (2018). "Implementing social media marketing strategically: An empirical assessment." <i>Journal of Marketing Communications</i> , 24(2), 1–20. • Journal: Enke, N & Borchers, NS (2019). Social Media Influencers in Strategic Communication: A Conceptual Framework for Strategic Social Media Influencer Communication, <i>International Journal of Strategic Communication</i>, 13:4, 261-277, DOI: 10.1080/1553118X.2019.1620234
Library	Main
	<p>Main Library</p> <ol style="list-style-type: none"> 1. Baym, N. K. (2015). <i>Personal Connections in the Digital Age</i> (2nd ed.). Polity Press. (Book) 2. Freberg, K. (2019). <i>Social Media for Strategic Communication</i>. Sage Publications. (Book) 3. Abidin, C. (2018). <i>Internet Celebrity: Understanding Fame Online</i>. Emerald Publishing. (Book) 4. Johnston, J., & Rowley, K. (2018). <i>Media Strategies: Managing content, platforms and relationships</i>. Allen & Unwin. (Book) 5. Barker, M., Barker, D., Bormann, N., & Neher, K. (2017). <i>Social Media Marketing: A Strategic Approach</i> . Cengage Learning. (Book)

	6. Coombs, W.T., & Holladay, S.J. (2015). <i>The Handbook of Crisis Communication</i> . Wiley-Blackwell. (Book)
	Supporters
	Supporting Library <ol style="list-style-type: none"> 1. Lister, M. (2019). "New Media: A Critical Introduction." <i>New Media & Society</i> , 21(3), 511–529. (Journal) 2. Kietzmann, J.H. et al. (2018). "Social media? Get serious!" <i>Business Horizons</i> , 61(1), 1–10. (Journal) 3. Niinen, O. (eds) (2022). Contemporary Issues in Digital Marketing. New York: Routledge. https://doi.org/10.4324/9781003093909 (Book) 4. Holloway, D. (2019). Surveillance capitalism and children's data: the Internet of toys and things for children. Media International Australia. Vol. 170(1) 27–36. Sage Publications. 5. Canhoto, A.I., & Padmanabhan, Y. (2015). "Social media sentiment analysis." <i>Journal of Marketing Management</i> , 31(9–10), 1197–1221. (Journal) 6. Jin, Y., Liu, B.F., & Austin, L. (2021). "Examining the role of social media in effective crisis communication." <i>Public Relations Review</i> , 47(1), 101–110. (Journal) 7. Valerie Hase, Karin Boczek & Michael Scharkow (2022) Adapting to Affordances and Audiences? A Cross-Platform, Multi-Modal Analysis of the Platformization of News on Facebook, Instagram, TikTok, and Twitter, Digital Journalism, DOI: 10.1080/21670811.2022.2128389 (Journal) 8. Hilde AM Voorveld (2019) Brand Communication in Social Media: A Research Agenda, Journal of Advertising, 48:1, 14-26, DOI: 10.1080/00913367.2019.1588808 (Journal)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, Infocus, Whiteboard, Marker. Learning Methods: Case based Learning, Project Based Learning, and Research based Learning
Supporting lecturer	Hersinta, Ph.D

Course Requirements	
----------------------------	--

Week to	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
1	Students are able to understand digital communication theory and the evolution of social media.	Able to explain the basic concepts of digital communication and media convergence.	Interactive lecture (120'), open discussion (30')	Book: Baym (2015); Journal: Lister (2019)	2.5
2	Students are able to identify the components of social media communication strategies.	Able to map channels and content types according to target audience.	Lecture (120'), case study (30')	Book: Freberg (2019) Ch 1-2; Journal: Kietzmann et al. (2018)	2.5
3	Students are able to develop platform-based digital communication plans.	Able to create content plans and editorial calendars.	Simulation (120'), group work (30')	Book: Freberg (2019) Ch. 6; Journal: Canhoto & Padmanabhan (2015)	4
4	Students are able to use analytical tools and manage digital communities.	Able to analyze digital data insights and audience engagement.	Analytical practice (120'), tools review (30')	Book: Freberg (2019) Ch. 5; Journal: Canhoto & Padmanabhan (2015)	4
5	Students are able to analyze types and categories of content for communication strategies on social media.	Able to identify types and categories of content to design strategies	Group discussion (120'), case presentation (30')	Book: Freberg (2019) Ch. 6 & 7	4
6	Students are able to develop digital crisis mitigation strategies through social media.	Able to compose crisis messages and response channels.	Simulation (120'), group work (30')	Book: Coombs & Holladay (2015); Journal: Jin et al. (2021)	4

Week to	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
7	Students are able to understand the digital branding approach and its influence on public perception.	Able to connect personal branding and corporate image strategies.	Lecture (120'), case study (30')	Book: Freberg (2019) Ch. 3-4; Book: Niinen (2022)	4
8	Mid-Semester Exam (Midtest)	Evaluation of social media communication concepts and strategies.	Case study/written essay based exam	All materials for weeks 1–7	20
9	Students will be able to evaluate the use of AI and technology in social media communications. (ECU guest lecture)	Able to assess the advantages and challenges of AI in content management.	Lecture (120'), panel discussion (30')	Book: Freberg (2019); Journal: Holloway (2019)	2.5
10	Students are able to develop creative content according to current digital trends (ECU guest lecture)	Able to create visual and interactive content prototypes.	Workshop (120'), practical assignment (30')	Book: Abidin (2018); Journal: Enke & Borchers (2019)	2.5
11	Students are able to design digital social campaigns based on social issues or organizations. (ECU guest lecture)	Able to develop campaigns with objectives, targets, and evaluations.	Project work (120'), lecturer mentoring (30')	Book: Freberg (2016); Journal: Hase, Boczek & Scharkow (2022)	4
12	Students are able to present social media campaign designs professionally (ECU guest lecture)	Able to explain strategies, approaches, and analysis results.	Group presentation (120'), peer feedback (30')	Book: Freberg (2019) Ch.9; Johnston & Rowley (2018)	10
13	Students are able to assess the effectiveness of digital campaign strategies through social media parameters.	Able to use data to evaluate campaign performance.	Evaluation practice (120'), reflective discussion (30')	Book: Freberg (2019) Ch. 10; Barker et al. (2017); Journal: Voorveld, HM (2019)	4

Week to	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
14	Students are able to refine campaigns and compile final reports based on digital performance evaluations.	Able to present reports with strategic insights and data visualization.	Independent work (120'), presentation by supervisor (30')	All reference sources related to campaign strategies on social media	4
15	Final Semester Exam (Final Exam)	Comprehensive evaluation of campaign results and reflection on strategy.	Project presentation exam and final reflection	All references weeks 1–14	20

Notes

Approved, Date: Head of the study program	Checked, Date: Course Coordination/Field of Expertise	Created, Date: The lecturer in question
(.....)	(.....)	(.....)
Check : Quality Assurance Unit		

(.....)

Notes:

1. Study Program Graduate Learning Outcomes (PLO-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The PLO charged to a course is a number of learning outcomes of study program graduates (PLO-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills, specific skills and knowledge.
3. Course CP (CLO) is a capability that is specifically described from the PLO that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CLO) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments. Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.*
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the assessment percentage for each sub-CLO achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CLO, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment, **BM**= Independent Learning.

No	Forms of Learning Blended Learning (On-Line/E-Learning)	EL
1	E-Learning Videos	EL-1

2	<i>Discussion at Forum</i>	EL-2
3	<i>Video Conference or Webinar (Web Seminar)</i>	EL-3
4	<i>E-simulation using software</i>	EL-4
5	<i>Vlog Presentation</i>	EL-5
6	<i>Writing Paper Online</i>	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. Presence.

This component has a point value of **10%** of the total face-to-face meetings in class.

b. Task.

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points**.

c. Midtest (Mid Semester Exam).

The mid-term exam (Midtest) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The Midtest can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The Midtest grade is weighted at **20%**.

d. Final Exam (End of Semester Exam).

The final exam (Final Exam) is conducted in the 16th week of the total number of meetings. The Final Exam assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The Final Exam can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The Final Exam grade is weighted at **30%**.

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
E	≤79.99	This is the achievement of students who do not carry out assignments and do not understand the material at all.