LSPR Institute of Communication & Business MASTER PROGRAMME	INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI	CODE RPS/PGP/S2/BCM/ODD/SBDC

SEMESTER LEARNING PLAN

SUBJECT	CODE	SUBJECT Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Strategic Branding and Digital Communication	MKT9082		3 credits	3	February 2022

Authority/Approval	**RPS Development Lecturer**	**Subject Coordinator**	**Head of Study Program**
	Prof. Dr. Rudy Harjanto, M.Sn	Dr. Rubiyanto, MM	Dr. Andika Witono, MM

Learning Outcomes	**PLO - Study Program charged to the Subject**	
	PLO 1 – K1	Students are able to understand and apply communication and psychology theories in building strong and influential branding strategies in the digital era.
	PLO 2 – K2	Students are able to develop digital communication approaches based on research and cutting-edge technology in relevant and innovative branding strategies.
	PLO 3 – GS1	Students are able to compile and convey scientific arguments and digital communication strategies responsibly and ethically to academics and practitioners.

	PLO 4 – SS1	Students are able to produce applicable and innovative branding solutions in the context of digital communications and the creative industry.
	PLO 5 – K2	Students demonstrate a professional and responsible attitude in developing digital branding strategies that are in accordance with ethical and sustainable principles.
	Course Learning Outcomes (CLO)	
	CLO 1	**Students are able to understand and critique the concepts, theories, and practices of strategic branding in the context of digital communications, including consumer dynamics, positioning, and message personalization across various digital platforms.** **PLO Achieved: K1 , K2**
	CLO 2	**Students demonstrate sensitivity to social and cultural dynamics in developing ethical, inclusive, and sustainable digital branding strategies; and demonstrate concern for the social impact of branding practices in the digital era.** **PLO Achieved: A2 , GS1**
	CLO 3	**Students are able to design and present digital branding communication strategies based on research, consumer data, and industry trends through digital platforms in a creative and professional manner.** **PLO Achieved: SS1 , K2**
	Final Competence of Each Learning Stage (Sub-CLO)	
	Meeting 1 Students are able to explain the basic concepts of brand, branding, and its differences from marketing; as well as the important role of communication in building brand value. **PLO Achieved:** K1, GS1 **CLO:** 1	

	Meeting 2 Students are able to identify the elements and principles of branding strategy, including brand identity, brand personality, and brand equity in a digital environment. **PLO Achieved:** K4, K2 **CLO:** 1 **Meeting 3** Students are able to analyze the dynamics of digital consumer behavior and how it affects communication and branding strategies. **PLO Achieved:** K2, SS1 **CLO:** 1 **Meeting 4** Students are able to critique ethical, inclusive, and sustainable branding practices based on actual case studies. **PLO Achieved:** A2, GS1 **CLO:** 2 **Meeting 5** Students are able to understand and evaluate positioning theory in the context of brand awareness and digital engagement strategies. **PLO Achieved:** K1, GS5 **CLO:** 1 **Meeting 6** Students are able to compare various digital platforms and their implications for multi-channel branding communication strategies. **PLO Achieved:** K2, SS1 **CLO:** 1 **Meeting 7** Students are able to build brand narratives (brand storytelling) that are relevant to the values, missions, and expectations of

	digital consumers. **PLO Achieved:** GS1, SS1 **CLO:** 3 **Meeting 8 – Mid-Semester Exam (MIDTEST)** Evaluation of understanding of strategic branding concepts and their application in digital communication. **PLO Achieved:** K1, GS1 **CLO:** 1 **Meeting 9** Students are able to understand and apply the principles of personal branding and employer branding in the digital space. **PLO Achieved:** K2, SS1 **CLO:** 1 **Meeting 10** Students are able to evaluate the effectiveness of digital branding campaigns using digital analytics indicators and social media performance. **PLO Achieved:** K2, GS4 **CLO:** 3 **Meeting 11** Students are able to demonstrate a reflective attitude towards the role of digital branding in shaping public opinion and popular culture. **PLO Achieved:** A2, GS1 **CLO:** 2 **Meeting 12** Students are able to manage brand communication crises and design digital branding responses based on transparency and empathy.

	PLO Achieved: K2, SS1 **CLO:** 3 **Meeting 13** : Students are able to integrate digital branding strategies with the latest technological approaches such as AI, big data, and personalization tools. **PLO Achieved:** K2, GS5 **CLO:** 1 **Meeting 14** Students are able to design a strategic digital branding campaign proposal based on research and a creative communication approach. **PLO Achieved:** SS1, GS1 **CLO:** 3 **Meeting 15 – Final Semester Exam (FINAL EXAM)** Students present their digital branding projects and are accountable for the strategies used. **PLO Achieved:** SS1, GS1, A2 **CLO:** 3 **Meeting 16** Students are able to reflect on the learning process and formulate brand development strategies in the context of future trends. **PLO Achieved:** GS7, A2 **CLO:** 2
	Correlation of PLO to Sub-CLO

PLO / Meeting	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PLO 1 – K1	✓	✓					✓	Mid-term exam								Final Exam
PLO 1 – K2		✓	✓		✓				✓	✓	✓					
PLO 1 – GS1	✓		✓	✓						✓		✓	✓	✓		
PLO 1 – SS1		✓	✓			✓			✓	✓	✓	✓	✓	✓		
PLO 1 – A2				✓						✓			✓		✓	

Brief Description of SUBJECT	This course is designed to provide an in-depth understanding of branding strategies in the ever-evolving digital communications landscape. Students will be invited to examine fundamental concepts such as brand identity, brand positioning, and brand equity, and how these elements transform in the dynamic digital space. Using a theoretical and practical approach, students will analyze digital consumer dynamics, develop strong brand narratives (brand storytelling), and design digital communication strategies relevant to modern audience behavior. Furthermore, this course also discusses ethical challenges, sustainability issues, and the use of new technologies (such as AI and big data) in branding strategies. Through applied projects and case studies, students are challenged to formulate innovative branding solutions that are applicable and responsible.
Study Material: Learning materials	**Learning Study Materials** **1. Basic Concepts of Strategic Branding** ● Definition, elements, and development of branding strategy ● Brand equity, positioning, and brand identity

- The relevance of branding to digital transformation

Reference:

- Books: Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education. Ch. 10–11, pp. 282–325.
- Journal: Kapferer, J.N. (2016). "Beyond Brand Positioning: Brand Identity Prism." *Journal of Brand Strategy* , 5(2), 117–130.

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2. Branding in the Digital Age

- Characteristics of digital brands and the role of technology
- The influence of digitalization on brand perception
- Reputation and trust in digital branding

Reference:

- Books: Ryan, D. (2017). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page. Ch. 3 & 7, pp. 45–64; 141–164.
- Journal: Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2015). "Managing Brands in the Social Media Environment." *Journal of Interactive Marketing* , 28(2), 69–85.

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3. Strategic Communication and Image Management

- The relationship between strategic communication and branding
- Public relations, storytelling, and media engagement

	● Crisis and digital reputation management **Reference:** ● Book: Argenti, PA (2021). *Corporate Communication* (8th ed.). McGraw-Hill Education. Ch. 4 & 6, pp. 84–117; 155–179. ● Journal: van Riel, CBM, & Fombrun, CJ (2015). "Aligning Perceived and Projected Brand Image." *Corporate Reputation Review* , 18(1), 98–109. --- **4. Digital Platforms in the Brand Ecosystem** ● The role of social media in brand interaction ● Strategic platform-based branding ● Content, engagement, and user experience **References:** ● Books: Tuten, TL, & Solomon, MR (2017). *Social Media Marketing* (3rd ed.). Sage Publications. Ch. 5 & 7, pp. 98–123; 165–187. ● Journal: Hudson, S., & Thal, K. (2017). "The Impact of Social Media on the Consumer Decision Process." *Journal of Travel & Tourism Marketing* , 34(6), 712–723. --- **5. Branding Evaluation and Strategic Trends** ● Digital metrics and brand performance evaluation ● Data and AI-driven branding

	● Future trends in strategic branding **Reference:** ● Books: Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson. Ch. 12–13, pp. 412–456. ● Journal: Hanna, R., Rohm, A., & Crittenden, V. L. (2021). "We're All Connected: The Power of the Social Media Ecosystem." *Business Horizons* , 64(1), 5–14.
Library	**Main** **Main Libraries:** ● Kotler, P., & Keller, KL (2016). *Marketing Management* (15th ed.). Pearson Education. Ch. 10–11, pp. 10–11. 282–325. (Dairy) ● Ryan, D. (2017). *Understanding Digital Marketing* (4th ed.). Kogan Page. Ch. 3 & 7, pp. 45–64; 141–164. (Dairy) ● Argenti, PA (2021). *Corporate Communication* (8th ed.). McGraw-Hill Education. Ch. 4 & 6, pp. 84–117; 155–179. (Dairy) ● Tuten, TL, & Solomon, MR (2017). *Social Media Marketing* (3rd ed.). Sage. Ch. 5 & 7, pp. 98–123; 165–187. (Dairy) ● Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson. Ch. 12–13, pp. 12–13. 412–456. (Dairy) **Supporters**

	• Kapferer, J. N. (2016). "Beyond Brand Positioning: Brand Identity Prism." *Journal of Brand Strategy*, 5(2), 117–130. (Jurnal) • Gensler, S. et al. (2015). "Managing Brands in the Social Media Environment." *Journal of Interactive Marketing*, 28(2), 69–85. (Jurnal) • van Riel, C. B. M., & Fombrun, C. J. (2015). "Aligning Perceived and Projected Brand Image." *Corporate Reputation Review*, 18(1), 98–109. (Jurnal) • Hudson, S., & Thal, K. (2017). "The Impact of Social Media on the Consumer Decision Process." *Journal of Travel & Tourism Marketing*, 34(6), 712–723. (Jurnal) • Hanna, R., Rohm, A., & Crittenden, V. L. (2021). "We're All Connected: The Power of the Social Media Ecosystem." *Business Horizons* , 64(1), 5–14. (Journal)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, *Infocus, Whiteboard,* Marker.
Supporting lecturer	Dr. Rubiyanto, MM Dr. Akhmad Edhy Aruman, M.Si
Course Requirements	-

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
1	Students are able to explain the basic concepts of strategic branding in the contemporary communications landscape.	Quizzes & discussions	Interactive lecture (120'), group discussion (30')	Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson, Ch. 10, pp. 271–295.	5

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
2	Students are able to differentiate between traditional and digital approaches in building a brand.	Individual reflection	Theoretical presentation (90'), case study analysis (60')	Ryan, D. (2017). *Understanding Digital Marketing* (4th ed.). Kogan Page, Ch. 3, pp. 45–68.	5
3	Students are able to describe the principles of brand identity and brand positioning.	Essay assignment	Theoretical explanation (90'), individual work (60')	Kapferer, J. N. (2016). "Beyond Brand Positioning." *Journal of Brand Strategy* , 5(2), 117–130.	5
4	Students are able to analyze the dynamics of brand reputation in a digital environment.	Article review	Group discussion (90'), article analysis (60')	Gensler, S., et al. (2015). "Managing Brands in the Social Media Environment." *Journal of Interactive Marketing* , 28(2), 69–85.	5
5	Students are able to explain the relationship between strategic communication and brand management.	Verbal feedback	Lecture (90'), brand communication simulation (60')	Argenti, P. A. (2021). *Corporate Communication* (8th ed.). McGraw-Hill Education, Ch. 4, pp. 84–117.	5
6	Students are able to examine the role of storytelling in strengthening brand image.	Narrative assignment	Lecture & case study (90'), narrative exercise (60')	Argenti, P. A. (2021). *Corporate Communication* , Ch. 6, pp. 155–179.	5
7	Students are able to explain the role of social media and digital platforms in brand building.	Observation task	Digital case study (60'), field exploration (90')	Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). Sage, Ch. 5, pp. 98–123.	5
8	Mid-Term Exam – Evaluation of Branding Theory and Communication Strategy	Written exam	Class exam (120')	Meeting materials 1–7	10
9	Students are able to design effective brand narratives for digital campaigns.	Narrative simulation	Creative workshop (120')	Tench, R., & Yeomans, L. (2017). *Exploring Public Relations* (4th ed.). Pearson, Ch. 13, pp. 261–285.	5

Week 2	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms; Methods; Student Assignments	Learning Materials [Complete Reference]	Weight (%)
10	Students are able to integrate content marketing into digital branding strategies.	Mini campaign assignments	Concept discussion (90'), content strategy exercise (60')	Hudson, S., & Thal, K. (2017). "The Impact of Social Media on the Consumer Decision Process." *JTTM* , 34(6), 712–723.	5
11	Students are able to use digital channels for real-time brand strengthening.	Group presentation	Discussion (60'), brand strategy simulation (90')	Ryan, D. (2017). *Understanding Digital Marketing* , Ch. 7, pp. 141–164.	5
12	Students are able to evaluate the success of digital branding campaigns using analytics.	Review metrics	Evaluative discussion (90'), analytical tools review (60')	Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson, Ch. 12, pp. 412–435.	5
13	Students are able to examine the integration of AI and big data in digital brand management.	Reflective assignment	Lectures and application analysis (120')	Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* , Ch. 13, pp. 436–456.	5
14	Students are able to understand global trends and branding challenges in the digital era.	Panel discussion	Short presentation & group debate (120')	Hanna, R., Rohm, A., & Crittenden, V. L. (2021). "We're All Connected." *Business Horizons* , 64(1), 5–14.	5
15 - 16	FINAL EXAM – Final Presentation or Strategic Branding Exam	Project Exam/Presentation	Final project evaluation or exam (120')	All references	15

Approved, Date:	Checked, Date:	Created, Date:
Head of the study program	**Course Coordination/Field of Expertise**	**The lecturer in question**

(Dr. Andika Witono, MM)	(Dr. Rubiyanto, MM)	(...)
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	*Discussion at Forum*	EL-2
3	*Video Conference or Webinar (Web Seminar)*	EL-3
4	*E-simulation using software*	EL-4
5	*Vlog Presentation*	EL-5
6	*Writing Paper Online*	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.