

 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/ODD/SMCM
SEMESTER LEARNING PLAN					
SUBJECT	CODE	SUBJECT Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Strategic Marketing Communication Management	MKT9061		3 credits	1	February 2022
Authority/Approval	RPS Development Lecturer		RMK Coordinator		Head of Study Program
	Dr. Akhmad Edhy Aruman, M.Si		Dr. Rubiyanto, MM		Dr. Andika Witono, MM
Learning Outcomes	PLO - Study Program charged to the Constitutional Court				
	PLO 1 – K1	Students will be able to understand and apply communication theory to design effective marketing strategies. This skill includes audience analysis, channel selection, and message development based on communication theory.			
	PLO 2 – K2	Students will be able to develop marketing communication strategies through research and the use of technology. The expected outcome is innovative, relevant, and scientifically testable communication work.			

	PLO 3 – GS5	Students will be able to develop and present scientific arguments related to strategic marketing communications issues. This process is conducted ethically, responsibly, and in accordance with academic principles.
	PLO 4 – SS1	Students are able to produce applicable strategic communication solutions within the context of marketing management. The resulting work is innovative and applicable to real-world industrial settings.
	PLO 5 – A10	Students demonstrate professionalism and responsibility in completing strategic communication assignments. This includes discipline, independence, and work ethics in marketing communications projects.
	Course Learning Outcomes (CLO)	
	CLO 1	Students are able to understand, analyze, and evaluate communication theories and principles in the context of strategic marketing. Students are also able to integrate these concepts in formulating communication strategies relevant to audience and media dynamics. (PLO 1 – K1 , PLO 2 – K2)
	CLO 2	Students are able to develop strategic marketing communications plans based on research and technology, and execute them in the form of campaigns or communication project simulations that can be implemented in the industrial world. (PLO 2 – K2 , PLO 4 – SS1)
	CLO 3	Students demonstrate professionalism, responsibility, and ethics in completing marketing communications projects. Students are also able to convey scientific ideas and arguments accurately, systematically, and communicatively in both individual and team work. (PLO 3 – GS5 , PLO 5 – A10)

	Final Competence of Each Learning Stage (Sub-CLO)	
	<p>Meeting 1 Students are able to explain the basic concepts of strategic marketing communications, including its objectives, scope, and relationship to the organization's vision. (PLO 1 – K1)</p> <p>Meeting 2 : Students are able to identify important components in strategic communication planning and internal and external environmental analysis. (PLO 1 – K1, PLO 2 – K2)</p> <p>Meeting 3 : Students are able to analyze market segmentation, targeting, and positioning in depth within the context of marketing communications. (PLO 1 – K1, PLO 2 – K2)</p> <p>Meeting 4 Students are able to formulate an effective media mix strategy based on audience characteristics and brand needs. (PLO 1 – K1, PLO 4 – SS1)</p> <p>Meeting 5 : Students are able to develop communication messages that align with brand identity and reach audiences emotionally and rationally. (PLO 1 – K1, PLO 3 – GS5)</p> <p>Meeting 6 Students are able to apply communication theory and case studies in evaluating the effectiveness of an organization's</p>	

marketing strategy.
(PLO 2 – K2, PLO 4 – SS1)

Meeting 7

: Students are able to develop integrated digital communication strategies and utilize data technology for campaign efficiency.

(PLO 2 – K2, PLO 4 – SS1)

Meeting 8 – Mid-Semester Exam (MIDTEST)

Evaluates students' knowledge and skills in developing and explaining the basic elements of strategic marketing communications strategies.

(PLO 1 – K1, PLO 2 – P2)

Meeting 9

Students are able to develop written and oral scientific arguments in designing data-based communication strategies and market research.

(PLO 3 – GS5)

Meeting 10

Students are able to apply the principles of communication ethics and professional responsibility in every marketing strategy decision.

(PLO 3 – GS5, PLO 5 – A10)

Meeting 11

: Students will be able to examine global trends and their impact on marketing communication strategies in the digital era.

(PLO 1 – K1, PLO 2 – K2)

Meeting 12

: Students are able to produce innovative marketing communication content using a storytelling approach and creative

visualization.
(PLO 2 – K2, PLO 4 – SS1)

Meeting 13

: Students are able to collaborate in teams to develop marketing communication campaign plans based on real industry needs.

(PLO 4 – SS1, PLO 5 – A10)

Meeting 14

: Students are able to prepare and submit marketing communications project proposals using a scientific and professional approach.

(PLO 3 – GS5, PLO 5 – A10)

Meeting 15

Students are able to evaluate and revise marketing communication plans based on input and analysis of the current situation.

(PLO 2 – P2, PLO 5 – A10)

Meeting 16 – Final Semester Exam (FINAL EXAM)

Students are tested in presenting and defending marketing communication strategies designed based on strategic research and analysis.

(PLO 2 – K2, PLO 3 – GS5, PLO 5 – A10)

Correlation of PLO to Sub-CLO

	<table><tr><th>Sub-CLO / PLO</th><th>P1</th><th>P2</th><th>P1</th><th>P4</th><th>P2</th><th>P6</th><th>P7</th><th>P8</th><th>P9</th><th>P10</th><th>P11</th><th>P12</th><th>P13</th><th>P14</th><th>P15</th><th>P16</th></tr><tr><td>PLO 1 – K1</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><tr><td>PLO 2 – K2</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><tr><td>PLO 3 – GS5</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><tr><td>PLO 4 – SS1</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><tr><td>PLO 5 – S10</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>	Sub-CLO / PLO	P1	P2	P1	P4	P2	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	PLO 1 – K1	✓	✓	✓	✓	✓			✓			✓						PLO 2 – K2		✓	✓			✓	✓		✓			✓		✓		✓	PLO 3 – GS5			✓	✓					✓	✓		✓					PLO 4 – SS1				✓	✓	✓	✓			✓	✓		✓	✓	✓		PLO 5 – S10							✓	✓	✓	✓			✓		✓	✓
Sub-CLO / PLO	P1	P2	P1	P4	P2	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16																																																																																							
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Brief Description of SUBJECT	<p>Strategic Marketing Communication Management course is designed to equip students with a deep understanding of integrated, research-based marketing communication strategies. Students will learn the process of planning, implementing and evaluating effective communication strategies, as well as how communication theories can be applied to marketing practice. The main focus of this course is to develop analytical, creative, and professional skills in developing innovative communication solutions that are in line with current market dynamics and digital technology. In addition, students will be trained to manage strategic communication projects independently and ethically.</p>																																																																																																						
Study Material: Learning materials	<p>1. Basics of Strategic Marketing Communications</p> <ul style="list-style-type: none">Marketing communication concepts and principlesThe role of communication in marketing strategyIntegration between communication theory and marketing practice <p>References:</p> <ul style="list-style-type: none">Books: Fill, C., & Turnbull, S. (2019). <i>Marketing Communications: Discovery, Creation and Conversations</i> . Pearson.Book: Sutisna, D. (2020). <i>Consumer Behavior and Marketing Communication</i> . Rosdakarya Youth.																																																																																																						

- Journal: Mangold, W.G., & Faulds, DJ (2017). "Social media: The new hybrid element of the promotion mix." *Business Horizons*, 60(4) , 385-393.
- Journal: Rangkuti, F. (2019). "Marketing communication strategies in facing the digital era." *Journal of Communication of the Indonesian Communication Scholars Association (ISKI)* , 4(1), 12–21.

2. Branding and Positioning Strategy

- Building brand equity through communication
- The role of communication in forming positioning
- Strategic branding case study

References:

- Books: Keller, K.L. (2017). *Strategic Brand Management* (4th ed.). Pearson.
- Journal: Dwityas, NA, & Briandana, R. (2017). "Branding Strategy of Indonesia Tourism Through Social Media." *Journal of Tourism, Hospitality and Culinary Arts*, 9(2) , 725–738.
- Journal: Mohd Yusof, SA, et al. (2021). "Brand communication strategies in the age of social media." *International Journal of Academic Research in Business and Social Sciences*, 11(1) .

3. Digital Communication and Modern Consumers

- Consumer behavior in the digital era
- Digital campaign planning and data utilization
- Omnichannel strategy and customer journey

References:

- Books: Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page.
- Journal: Prasetyo, B., & Sulistyani, T. (2020). "Generation Z Consumer Perceptions of Digital Advertising." *Journal of Communication, Muhammadiyah University of Yogyakarta*, 12(1) .
- Journal: Chaffey, D. (2019). "Digital marketing strategy: Planning, implementation and practice." *Digital Marketing Excellence* .

4. Integrated Marketing Communication (IMC)

- The concept of IMC and its role in business
- Synergy between promotional elements
- Evaluation of the effectiveness of IMC campaigns

References:

- Books: Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill.
- Journal: Kurniawan, A. (2018). "Integrated marketing communication strategies in increasing consumer loyalty." *Journal of Communication Science*, 15(2) .
- Journal: Kitchen, P. J., & Burgmann, I. (2015). "Integrated Marketing Communication: Making it Work at a Strategic Level." *Journal of Business Strategy*, 36(4) , 34–39.

5. Strategic and Ethical Issues in Marketing Communications

- Green marketing and sustainable communication
- Communication ethics in promotion and advertising
- Privacy issues and consumer manipulation

References:

- Books: Hackley, C., & Hackley, R.A. (2021). *Advertising and Promotion: The Craft of Creative PersFinal Examion* (4th ed.). Sage.
- Journal: Mayangsari, S., & Maulana, A. (2021). "Ethics in digital marketing communications in the new media era." *Journal of Communication* , 13(2), 103–115.
- Journal: LaTour, M.S., & Rotfeld, H.J. (2018). "There are threats and costs to advertising regulation: And they are not trivial." *Journal of Advertising Research*, 58(1) , 7–11.

Library	Main
	Main Library <ol style="list-style-type: none"> 1. Fill, C., & Turnbull, S. (2019). <i>Marketing Communications: Discovery, Creation and Conversations</i> . Pearson. (Book) 2. Sutisna, D. (2020). <i>Consumer Behavior and Marketing Communications</i> . Rosdakarya Youth. (Book) 3. Keller, K. L. (2017). <i>Strategic Brand Management</i> (4th ed.). Pearson. (Book) 4. Ryan, D. (2016). <i>Understanding Digital Marketing</i> . Kogan Page. (Book) 5. Belch, G. E., & Belch, M. A. (2018). <i>Advertising and Promotion</i> (11th ed.). McGraw-Hill. (Book)
	Supporters
	Supporting Library <ol style="list-style-type: none"> 1. Rangkuti, F. (2019). "Marketing communication strategies in facing the digital era." <i>ISKI Journal of Communication</i> . (Journal) 2. Mangold, W.G., & Faulds, D.J. (2017). "Social media: The new hybrid element of the promotion mix." <i>Business Horizons</i> . (Journal) 3. Dwityas, NA, & Briandana, R. (2017). "Branding Strategy of Indonesia Tourism Through Social Media." <i>JTHCA</i> . (Journal) 4. Mohd Yusof, SA, et al. (2021). "Brand communication strategies." <i>IJARBSS</i> . (Journal) 5. Kurniawan, A. (2018). "Integrated Marketing Communication Strategy." <i>Journal of Communication Studies</i> . (Journal) 6. Kitchen, P. J., & Burgmann, I. (2015). "Integrated Marketing Communication." <i>Journal of Business Strategy</i> . (Journal) 7. Mayangsari, S., & Maulana, A. (2021). "Ethics in digital marketing communications." <i>Journal of Communication</i> . (Journal)

	8. LaTour, M. S., & Rotfeld, H. J. (2018). "Advertising regulations." <i>Journal of Advertising Research</i> . (Journal)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, <i>Infocus</i> , <i>Whiteboard</i> , Marker.
Supporting lecturer	Dr. Rubiyanto, MM Dr. Akhmad Edhy Aruman, M.Si
Course Requirements	-

Week to	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms & Methods [Time Estimation]	Learning Materials [Library]	Assessment Weight (%)
1	Students are able to explain the concept and scope of strategic marketing communications.	Able to identify the main concepts of marketing communications.	Interactive lecture (120'); guided discussion (30')	Fill & Turnbull (2019); Mangold & Faulds (2017)	5%
2	Students are able to understand the role of communication in branding and positioning strategies.	Able to analyze elements in branding strategy.	Case study (120'); group discussion (30')	Keller (2017); Dwityas & Briandana (2017)	5%
3	Students are able to identify consumer behavior and digital communication channels.	Able to adapt strategies to digital audiences.	Lecture (90'); digital media analysis (60')	Ryan (2016); Prasetyo & Sulistyani (2020)	5%
4	Students are able to develop integrated digital communication campaign strategies.	Able to design channel and content based IMC.	Campaign strategy workshop (150')	Belch & Belch (2018); Kitchen & Burgmann (2015)	5%

Week to	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms & Methods [Time Estimation]	Learning Materials [Library]	Assessment Weight (%)
5	Students are able to evaluate the effectiveness of marketing communication campaigns.	Able to use campaign success indicators.	Campaign case discussion (90'); evaluation simulation (60')	Sutisna (2020); Kurniawan (2018)	5%
6	Students are able to understand the concept of green marketing and strategic communication ethics.	Able to design ethical and sustainable campaigns.	Thematic lecture (120'); discussion forum (30')	Hackley & Hackley (2021); Mayangsari & Maulana (2021)	5%
7	Students are able to design integrated promotional strategies with cross-industry studies.	Able to adapt strategies to industry context.	Strategy project simulation (150')	Fill & Turnbull (2019); Chaffey (2019)	5%
8	Mid-Semester Exam (MIDTEST)	Measures understanding of concepts and their application.	Written test & case study	All previous references	10%
9	Students are able to compile audience analysis and media research.	Able to map relevant audiences and channels.	Communication research workshop (150')	Ryan (2016); Mangold & Faulds (2017)	5%
10	Students are able to design content for multi-platform communication.	Able to adapt content for various channels.	Content design simulation (150')	Keller (2017); Mohd Yusof et al. (2021)	5%
11	Students are able to analyze communication campaign performance data.	Able to read performance indicators and recommendations.	Discussion of metrics and analytics (150')	Belch & Belch (2018); Verčič & Zerfass (2021)	5%
12	Students are able to prepare applicable marketing communication strategy reports.	Able to compile data and insight based reports.	Strategy report workshop (150')	Hackley & Hackley (2021); LaTour & Rotfeld (2018)	5%

Week to	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Forms & Methods [Time Estimation]	Learning Materials [Library]	Assessment Weight (%)
13	Students are able to deliver strategic presentations professionally.	Able to communicate effectively and persFinal Examively.	Presentation and feedback simulation (150')	Sutisna (2020); Mayangsari & Maulana (2021)	10%
14	Students are able to re-evaluate and revise communication strategies.	Able to develop strategic improvements.	Reflective discussion (90'); report revision (60')	Ryan (2016); Chaffey (2019)	5%
15	Final Semester Exam (FINAL EXAM)	Final evaluation of communication strategy design.	Final project presentation and Q&A	All previous references	10%
16	General feedback and learning reflection.	Compile reflections and development recommendations.	Class discussion and final evaluation (150')	No special library	0%

Notes

Approved, Date: Head of the study program	Checked, Date: Course Coordination/Field of Expertise	Created, Date: The lecturer in question
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(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 SPSUBJECT 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	<i>Forms of Learning Blended Learning (On-Line/E-Learning)</i>	EL
1	<i>E-Learning Videos</i>	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.