COURSE PLAN

SOCIAL MEDIA MARKETING

Lecturers:
Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM.
Yusuf Murtadlo Hidayat, S.Si., M.Stat.

BUSINESS EDUCATION STUDY PROGRAM
FACULTY OF ECONOMIC AND BUSINESS EDUCATION
UNIVERSITAS PENDIDIKAN INDONESIA

2021

	COURSE PLAN	Doc Number .: .....
		Revision: 01
	SOCIAL MEDIA MARKETING	Date: August 3, 2020
		Page:
Lecturer	Curriculum Development Team by Study Program	Head of Business Education Study Program
Made by: Yusuf Murtadlo Hidayat, S.Si., M.Stat NIP 920171219820921101	Checked by: Dr. Ridwan Purnama, SH., M.Si NIP. 196009151988031003	Approved by: Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM NIP. 198208302005022003

COURSE PLAN

1. **Subject Identity**

Study Program Name	: Business Education
Course Name	: Social Media Marketing
Course Code	: MB571
Subject Group	: Study Program Selected Expertise Courses (MKKPPS)
Credit Weight	: 3 credits
Level	: S-1

Odd Semester	: 5
Precondition	:
Status (required / optional)	: Selection
Lecturer name and code	: Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM. Yusuf Murtadlo Hidayat, S.Si., M.Stat.

2. **Course Description**

This course provides students with an introduction to social media marketing (SMM), how to build a social media strategy to achieve marketing goals. identify marketing with social media, choose the optimal social media platform, to recognize social media rules and ethics to behave well as marketers on social networks. Marketing tactics for each of the major types of social media platforms will be discussed. The last part of this course is to create a comprehensive social media marketing plan, with detailed explanations and illustrations of real-world plans.

3. **Referred Study Program Learning Outcomes**

a. S1 Showing the educative, religious, scientific attitude and behaviour which controbutes to the improvement of the lives as part of society, nation and country as a whole, as advised by the academic norms and ethical values;
b. KU1 Integrating learning and innovation skills, mastery of technology and information, career development and life skills to become lifelong learners;
c. KU2 Applying logical, critical, systematic, and innovative thinking in the context of developing or implementing science and technology which applies humanity values according to the field of expertise;
d. KK3 Utilizing and resolve problems based on data literacy in accordance with the demands of their professional duties in the era of the industrial revolution 4.0;
e. KK5 Utilizing the concept of Business Education in community empowerment.

4. **Subject Learning Outcomes**

- M1 Students know and understand social media and marketing through social media (S1, P2, P3)
- M2 Students know and understand marketing strategies using blogging (S1, P2, P3)
- M3 Students know and understand marketing strategies using microblogging. (S1, P2, P3, KU1)
- M4 Students know and understand marketing strategies through social networking (S1, P2, P3, KU7, KK2)
- M5 Students know and understand marketing strategies through media sharing platforms (S1, P2, P3, KU7, KK2)
- M6 Students know and understand marketing strategies through social news platforms (S1, P2, P3, KU7, KK2)
- M7 Students know and understand ratings and reviews (S1, P2, P3, KU7, KK2)

- M8 Students know and understand marketing strategies through online forums (S1, P2, P3, KU7, KK2)
- M9 Students know and understand marketing strategies through virtual applications (S1, P2, P3, KU7, KK2)
- M10 Students understand and understand marketing strategies, tactics and practices using social media (S1, S11, P2, P3, KU3, KU7, KK2)
- M11 Students know and understand the analysis and measurement of marketing in social media (S1, S11, P2, P3, KU3, KU7, KK2)
- M12 students know and understand compiling marketing plans through social media (S1, S11, P2, P3, KU3, KU7, KK2)

5. **Description of the Lesson Plan**

Encounter	Sub-Indicators of Subject Learning Outcomes	Study Materials	Approach / Learning Method	Time	Student Learning Experience	Assignments and Assessments	Reference
1	M1.1	Introduction: social media in large companies and SMEs	**Lecture Form:** Synchronous Asynchronous **Learning methods:** *Synchronous* Gaze at Maya via zoom *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* ● Students and lecturers through zoom explore their perceptions of social media in large companies and SMEs ● Lecturers provide RPS to students as a learning guide *Asynchronous* Students do self-study and explore more	find sources related to the planned program	a

					reading material related to social media for large companies and UKM		
2	M2.1	Blogging	**Learning methods:** *Synchronous* Material video via youtube *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students explore spotify to download / watch material about blogging in the form of videos *Asynchronous* Students do self-study by browsing company blogs	analyze and present the results of the study	a - b
3	M3.1	Microblogging	**Learning methods:** *Synchronous* Material video via youtube *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students explore spotify to download / listen to material about microblogging in the form of videos *Asynchronous* Students do self-study by exploring the microblogs of companies	analyze and present the results of the study	a
4	M4.1	Social Networking	**Learning methods:** *Synchronous*	3 x 50 '	*Synchronous* Students explore Spotify to download / listen to material about	analyze and present the results of the study	A

			Audio material via spotify *Asynchronous* Self study through spot.upi.edu		social networking in audio form *Asynchronous* Students do self-study by browsing the social networking accounts of companies		
5	M5.1	Media Sharing	**Learning methods:** *Synchronous* Material video via youtube *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students explore spotify to download / listen to material about microblogging in the form of videos *Asynchronous* Students do self-study by exploring the microblogs of companies	analyze and present the results of the study	a - b
6	M6.1	Social News	**Learning methods:** *Synchronous* Audio material via spotify *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students explore spotify to download / listen to material about social news in audio form *Asynchronous* Students do self-study by browsing the social	analyze and present the results of the study	a - b

					news accounts of companies		
7	M7.1	Rating and reviews	**Lecture Form:** Synchronous Asynchronous **Learning methods:** *Synchronous* Gaze at Maya via zoom *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Face-to-face lecture via zoom *Asynchronous* Students do self-study by browsing google analytics etc.	analyze and present the results of the study	a - c
8	MIDTERM EXAM						
9	M8.1	Forums	**Learning methods:** *Synchronous* Audio material via spotify *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students explore spotify to download / listen to material about the forum in audio form *Asynchronous* Students do self study by browsing company web forums	analyze and present the results of the study	a - c
10	M9.1	Virtual Worlds	**Learning methods:** *Synchronous* Material video via youtube	3 x 50 '	*Synchronous* Students explore Spotify to download / listen to material about	analyze and present the results of the study	a - b

			Asynchronous Self study through spot.upi.edu		virtual worlds in the form of videos *Asynchronous* Students do self-study by exploring virtual worlds to find marketing activities of companies		
11	M10.1	Social media marketing strategies, tactics and practices	**Lecture Form:** Synchronous Asynchronous **Learning methods:** *Synchronous* Podcasts via Spotify *Asynchronous* Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students browse YouTube to download / listen to material on Social Media Marketing strategies in audio form *Asynchronous* Students do self-study by browsing company blogs	analyze and present the results of the study	a - c
12	M11.1	Analysis and Measurement	**Lecture Form:** Synchronous Asynchronous **Learning methods:** *Synchronous*	3 x 50 '	*Synchronous* Face-to-face lecture via zoom *Asynchronous* Students do self-study by browsing google analytics etc.	analyze and present the results of the study	a - c

			Gaze at Maya via zoom *Asynchronous* Self study through spot.upi.edu				
13	M12.1.2	Social media marketing plan	**Lecture Form:** Asynchronous **Learning methods:** *Asynchronous* Learning videos via Youtube Self study through spot.upi.edu	3 x 50 '	*Synchronous* Students browse YouTube to download / watch material about the Social Media Marketing plan strategy in the form of videos *Asynchronous* Students carry out self-study by exploring corporate social media	analyze and present the results of the study	a - c
14	M12.1.2	Project 1	**Lecture Form:** Asynchronous *Asynchronous* Social media marketing plan presentation via youtube	3 x 50 '	*Asynchronous* Students Develop a social media marketing plan for their business Students make presentations in the form of videos and upload them to YouTube	In groups) analyze and present the study material	a - c

					Students discuss on their respective YouTube comments		
15	M12.1.2	Project 2	**Lecture Form:** Asynchronous *Asynchronous* Social media marketing plan presentation via youtube	3 x 50 '	*Asynchronous* Students Develop a social media marketing plan for their business Students make presentations in the form of videos and upload them to YouTube Students discuss on their respective YouTube comments	analyze and present study materials	a - c
16	FINAL EXAMS						

6. **References**

a. Zarrella, D. (2009). The social media marketing book. "O'Reilly Media, Inc.".
b. Funk, T. (2014). Advanced social media marketing: How to lead, launch, and manage a successful social media program. Apress.
c. Plume, CJ, Dwivedi, YK, & Slade, EL (2016). Social media in the marketing context: A state of the art analysis and future directions. Chandos Publishing.

7. **Attachment**

Appendix 1. Social Media Marketing Teaching Materials
Appendix 2. Social Media Marketing Assessment Instruments

1. Evaluation of student learning outcomes
   a. Minimum 80% attendance requirement
   b. The weighting of the assessment is based on:
      - Tasks (10%)
      - Quiz (30%)
      - UTS (30%)
      - UAS (30%)
   c. FINAL SCORE = 10% Assignment + 30% (QUIZ + UTS + UAS)

2. Criteria for the final value

Grade Categories			Level of Competency	Remarks
Letter	**Point**	**Degree of Quality**		
A	4,0	Excellent	92-100	
A-	3,7	Almost Excellent	86-91	
B+	3,4	Very Good	81-85	
B	3,0	Good	76-80	Passing grade for Doctoral levels
B-	2,7	Fairly Good	71-75	Passing grade for Master levels
C+	2,4	More than Sufficient	66-70	
C	2,0	Sufficient	60-65	
D	1,0	Insufficient	55-59	Passing grade for Diploma 3 and Bachelor degrees
E	<1,0	fail	Less than 55	Must re-take