

Description of Course Unit
according to the ECTS User's Guide 2015

Course unit title	Media Kehumasan dan Periklanan
Course unit code	STR6301
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	2021/2022
Semester/trimester when the course unit is delivered	Semester V
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	Gilang Jiwana Adikara
Learning outcomes of the course unit	CLO-1 Student understand th trend of media usage for PR and advertising CLO-2 Students will be able to analyze media strategy for PR and advertising CLO-3 Students will be able to apply logical, critical and systematic thinking to plan media strategy for PR and advertising
Mode of delivery (face-to-face, distance learning)	Distance Learning
Prerequisites and co-requisites (if applicable)	-
Course content	1. Introduction to media used for PR and advertising 2. Trends of media for advertising 3. Trends of media for PR 4. Case study 5. Planning media for advertising 6. Planning media for PR
Recommended or required reading and other learning resources/tools	Book: 1. Bland, Michael, dkk. (2001). <i>Hubungan Media yang Efektif</i>. Jakarta: Erlangga. 2. Kotler, Phillip. (1984). <i>Marketing Management: Analysis, Planning, and Control</i>. New Jersey: Prentice-Hall, Inc. 3. Moore, Frazier. (2004) <i>Humas: Membangun Citra dengan Komunikasi</i>. Bandung: Remaja Rosdakarya. 4. Halbrooks, Glenn. Why Syndication Is a Cornerstone of Media. <i>The Balance</i>,

	https://www.thebalance.com/why-syndication-is-a-cornerstone-of-media-2315191 5. Warbach, Kevin. <i>Syndication: The Emerging Model for Business in the Internet Era</i> . https://hbr.org/2000/05/syndication-the-emerging-model-for-business-in-the-internet-era . 5 Oktober 2017.
Planned learning activities and teaching methods	Lecture. Team/Group Work. Project-Based Learning Report Preparation and/or Presentation
Language of instruction	Indonesian
Assessment methods and criteria	There are Assignments, Midterms, Final Examination, and Term-Project Presentation.