

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE BACHELOR'S DEGREE PROGRAMME IN BUSINESS ADMINISTRATION (S1)					DOCUMENT CODE Course Description/BUSINESS ADMINISTRATION S1/152220572/2023
COURSE DESCRIPTION						
Course (MK)	CODE :	Course Cluster	CREDIT POINT		SEMESTER	Date of Preparation
Branding (152220572)		Marketing	T = 2 (3,2 ECTS)	P = 0	7	January 03, 2023
AUTHORIZATI ON	Developer Lecturer	Head of Cluster		Head of Study Program		
	Course Description					
	1. Keny Rahmawati 2. HUMAM SANTOSO UTOMO	 HUMAM SANTOSO UTOMO		 Drs. Indro Herry Mulyanto, M.Sc		
Learning Outcomes (LO)	(GLO-PRODI) assigned to the course					
	SA1	Apply religious, national, bela negara, and professional ethics values independently and in a group setting.				
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking.				
	K2	Apply theories into business practices based on creativity, innovation, and the utilisation of information technology.				
	P5	Proficient in the principles and techniques of persuasive communication across organisations and cultures in the field of business.				

SS4	Formulate functional business strategies in the context of utilising technology in both conventional and digital business models for business development.
Course Learning Outcomes (CLO)	
CLO1	Students are able to compile and analyse branding strategies (S1, P5, P2, KU1, KK4)
Final capability of each learning stage (Sub-CLO)	
Sub CLO1	Students are able to explain the Branding Concept (CLO 1) (C2, A4, P2)
Sub CLO2	Students are able to explain Brand Elements (CLO 1) (C2, A4, P2)
Sub CLO3	Students are able to explain and develop Branding Strategies (CLO 1) (C2, A4, P2)
Sub CLO4	Students are able to explain Brand Building (CLO 1) (C2, A4, P2)
Sub CLO5	Students are able to explain Brand Communication (CLO 1) (C2, A4, P2)
Sub CLO6	Students are able to explain Digital Branding (CLO 1) (C2, A4, P2)
Sub CLO7	Students are able to explain Brand Love (CLO 1) (C2, A4, P2)
Sub CLO8	Students are able to explain Brand Equity (CLO 1) (C2, A4, P2)
Sub CLO9	Students are able to explain techniques in Brand Audit (CLO 1) (C2, A4, P2)
Sub CLO10	Students are able to explain and conduct Brand Research (CLO 1) (C2, A4, P2)
Sub CLO11	Students are able to analyse Global Branding (CLO 1) (C2, A4, P2)
Sub CLO12	Students are able to develop a Global Branding strategy (CLO 1) (C5, A4, P2)
Sub CLO13	Students are able to analyse Local Branding (CLO 1) (C2, A4, P2)

Sub CLO14	Students are able to develop local branding strategies (CLO 1) (C5, A4, P2)				
Correlation of GLO to Sub-CLO					
GLO	A1	GS1	K2	K5	SS4
Sub CLO1	X	X	X	X	X
Sub CLO2	X	X	X	X	X
Sub CLO3	X	X	X	X	X
Sub CLO4	X	X	X	X	X
Sub CLO5	X	X	X	X	X
Sub CLO6	X	X	X	X	X
Sub CLO7	X	X	X	X	X
Sub CLO8	X	X	X	X	X
Sub CLO9	X	X	X	X	X
Sub CLO10	X	X	X	X	X
Sub CLO11	X	X	X	X	X
Sub CLO12	X	X	X	X	X
Sub CLO13	X	X	X	X	X
Sub CLO14	X	X	X	X	X
Branding courses relate to the preparation of branding strategies and their implementation to build global products and local products.					

	Language of Introduction: Indonesian
Material Study/Material Learning	1. Branding Concept 2. Brand Elements 3. Branding Strategy 4. Building Brands 5. Brand Communications 6. Digital Branding 7. Brand Love 8. Brand Equity 9. Brand Audits 10. Brand Research 11. Global Branding Strategy 12. Global Branding Evaluation 13. Local Branding Strategy 14. Evaluation of Local Branding
References	Main : 1. Aaker, D. (2011). Brand Relevance: Making Competitors Irrelevant. San Francisco: Jossey-Bass Supporters: 1. Keller, KL (2008) Strategic Brand Management: Building, Measuring and Managing Brand Equity. 3rd Edition, Pearson Prentice Hall, Upper Saddle River.
Supporting lecturer	HUMAM SANTOSO UTOMO
Prerequisite courses	Marketing Management

Week	Final capability of each learning stage (Sub-CLO)	Evaluation	Learning Forms, Learning Methods, Assignments	Material Learning [Library] (Topic)	Assessment Weight (%)
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				Students, [Estimated Time]			
		Indicator	Criteria & Form	offline	online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Students are able to explain concepts Branding	1. Students are able to explain the concept of branding concepts correctly	K = Rubric B = Task case B = Mid Exam B = Final Exam	BP = Process Activity Study PM = Lecture PM = Task Solution to problem (Problem Solving)		- Branding Concept	
2	Students are able to explain the elements of a brand	1. Students are able to explain the elements of a brand correctly	K = Rubric B = Participation	BP = Process Activity Study MP = Student presentation in class PM = Task Solution to problem (Problem Solving)		- Elements Brands	
3	Students are able to explain and develop strategies Branding	1. Students are able to explain and develop strategies Branding	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Case-based learning PM = Discuss specific cases that are done collaboratively		- Branding Strategy	

4	Students are able to explain in Brand Building	1. Students are able to explain how to build a brand correctly	K = Rubric B = Task case	BP = Process Activity Study MP = Student presentation in class PM = Task Solution to problem (Problem Solving)		- Build Brands	
5	Students are able to explain Brand Communication	1. Students are able to explain Brand Communication well	K = Rubric B = Task case	BP = Process Activity Study MP = Student presentation in class PM = Task Solution to problem (Problem Solving)		- Brand Communications	
6	Students are able to explain Digital Branding	1. Students are able to explain and apply Digital Branding	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Case-based learning PM = Discuss specific cases that are done collaboratively		-Digital Branding	
7	Students are able to explain Brand Love	1. Students are able to explain Brand Love	K = Rubric B = Task case	BP = Process Activity Study MP = Student presentation in class PM = Task Solution to problem		-Brand Love	

				(Problem Solving)			
8	Mid Exam						
9	Students are able to explain Brand equity	1. Students are able to explain Brand equity	K = Rubric B = Task case	BP = Process Activity Study MP = Student presentation in class PM = Task Solution to problem (Problem Solving)		-Brand Equity	
10	Students are able to explain techniques in Brand Audit	1. Students are able to explain the Brand Audit technique well	K = Rubric B = Task case	BP = Process Activity Study MP = Student presentation in class PM = Task Solution to problem (Problem Solving)		- Brand Audits	
11	Students are able to explain and conduct Brand Research	1. Students are able to explain how to do proper brand research	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Case-based learning PM = Discuss specific cases that are done collaboratively		- Brand Research	

12	Students are able to analyse Global Branding	1. Students are able to analyse global branding	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Case-based learning PM = Discuss specific cases that are done collaboratively		- global branding analysis	
13	Students are able to develop global strategies Branding	1. Students are able to develop a global branding strategy	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Case-based learning PM = Discuss specific cases that are done collaboratively		- global branding strategy	
14	Students are able to analyse Local Branding	1. Students are able to analyse local branding	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Case-based learning PM = Discuss specific cases that are done collaboratively		- local branding analysis	
15	Student is able develop a local strategy Branding	1. Students are able to develop local branding strategies well	K = Rubric B = Task case	BP = Activity Assignment Structured MP = Project-based learning PM = Create Project		- Local branding strategy	



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1st STUDENT ASSIGNMENT PLAN

Course	BRANDING		
Course code	152220572	Credits Point: 2 (3,2 ECTS) (2-0)	Semesters : 7
Lecturer	HUMAM SANTOSO UTOMO		
Task Form	Project base		
Task Title	Branding Strategy		
Sub-CLO14	- Students are able to develop local branding strategies		
Task Description	Students are given the task of developing branding strategies and implementing them on local brands using social media marketing		
Garage Object	Local brands from UKM Small and Medium Enterprises		
Working Method Task	Group task		
Outer Form and Format			
Implementation of branding strategy			
Indicators and Rating Weights			
10			
Implementation Schedule			
14th meeting			
Others:			
Mandatory task			
References:			
Keller, KL (2008) Strategic Brand Management: Building, Measuring and Managing Brand Equity. 3rd Edition, Pearson Prentice Hall, Upper Saddle River.			
Yogyakarta, 03 January 2023			
HUMAM SANTOSO UTOMO			



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2nd STUDENT ASSIGNMENT PLAN

Course	BRANDING		
Course code	152220572	Credits Point: 2 (3,2 ECTS) (2-0)	Semesters : 7
Lecturer	HUMAM SANTOSO UTOMO		
Task Form	paper base		
Task Title	Brand Analysis		
Sub-CLO11 and Sub-CLO13	- Students are able to analyse Global Branding - Students are able to analyse Local Branding		
Task Description	The student's task is to analyse the brand strategy that has been carried out by the company		
Garage Object	Local brands and global brands		
Task Work Method	Group		
Outer Form and Format			
The output is a branding strategy analysis paper			
Indicators and Rating Weights			
10%			
Implementation Schedule			
Meeting 11-13			
Others:			
Mandatory fare			
References:			
Keller, KL (2008) Strategic Brand Management: Building, Measuring and Managing Brand Equity. 3rd Edition, Pearson Prentice Hall, Upper Saddle River.			
Yogyakarta, 03 January 2023			
HUMAM SANTOSO UTOMO			



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Courses: BRANDING			
Code: 152220572	Weight Credit Point (T/P): 2 (3,2 ECTS)/0 Semester: 7	Course Cluster: Marketing	No: Date:
AUTHORIZATION	DRAFTING TEAM	Head of Cluster: HUMAM SANTOSO UTOMO	Head of Study Program: Drs. Indro Herry Mulyanto, M.Sc
Week (1)	Sub CLO (2)	Assessment form (Assessment) (%) (3)	Weight (%) (4)
	Sub CLO 8 Students are able to explain Brand Equity (C2, A4, P2)	Cases task () Project Task() Task () Writing test () Presentation () Participation ()	
1	Sub CLO 1 Students are able to explain Branding Concepts (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
2	Sub CLO 2 Students are able to explain Brand Elements (C2, A4, P2)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (2)	0 0 0 0 0 2
3	Sub CLO 3 Students are able to explain and develop strategies Branding (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0

4	Sub CLO 4 Students are able to explain in Brand Building (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
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5	Sub CLO 5 Students are able to explain Brand Communication (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
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6	Sub CLO 6 Students are able to explain Digital Branding (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
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7	Sub CLO 7 Students are able to explain Brand Love (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
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8	MID EXAM	WRITING TEST	35
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9,10	Sub CLO9 Students are able to explain techniques in Brand Audit (C2, A4, P2)	Case Tasks (2,2) Project Tasks (0,0) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (0,0)	4 0 0 0 0 0
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11	Sub CLO10 Students are able to explain and conduct Brand Research (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
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12	Sub-CLO11 Students are able to analyse Global Branding (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
13	Sub-CLO12 Students are able to develop Global Branding strategies (C5, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
14	Sub-CLO13 Students are able to analyse Local Branding (C2, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	2 0 0 0 0 0
15	Sub-CLO14 Students are able to develop local branding strategies (C5, A4, P2)	Case Tasks (4) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (0)	4 0 0 0 0 0
16	FINAL EXAM	WRITING TEST	35
Total Assessment Weight			100%