

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

Course unit title	MANAJEMEN PERIKLANAN
Course unit code	STR6313
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	6
Year of study when the course unit is delivered (if applicable)	2021
Semester/trimester when the course unit is delivered	6
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	Ulfah Hidayati, M.I.Kom Ayu Usada Rengkaningtias, M.Sos
Learning outcomes of the course unit	CLO 1: Mampu memahami bauran pemasaran sebagai basis dalam manajemen periklanan. CLO 2: Mampu memahami bagaimana cara menganalisis segmen pasar. CLO 3: Mampu mengetahui cara merumuskan strategi pemasaran yang efektif.
Mode of delivery (face-to-face, distance learning)	Distance Learning
Prerequisites and co-requisites (if applicable)	-
Course content	Mata kuliah ini mendiskusikan sejumlah pokok bahasan. Diantara lain: 1. Hubungan Ilmu Komunikasi dengan periklanan dan pemasaran. 2. Bauran pemasaran sebagai basis manajemen periklanan 3. Spesialisasi kerja dalam organisasi industri periklanan. 4. Pangsa pasar atau target audience sebagai komponen utama dalam manajemen periklanan. 5. Analisis produk dan strategi pemasaran yang efektif. 6. Alokasi anggaran dan budgeting dalam manajemen iklan. 7. Karakteristik media sebagai wahana iklan. 8. Penyusunan proposal communication plan untuk perencanaan periklanan.

	(deskripsi mata kuliah)
Recommended or required reading and other learning resources/tools	Book: 1. Kelley, Larry D. et.al. (2015). <i>Advertising Media Planning: A Brand Management Approach</i>. New York: Routledge. 2. Zahay, Debra. (2015). <i>Digital Marketing Management: A Handbook for the Current (or Future) CEO</i>. New York: Business Expert Press. 3. Kelley, Larry D. & Kim Bartel Sheehan. (2021). <i>Advertising Management in a Digital Environment</i>. New York: Routledge. 4. Halve, Anand Bhaskar. (2005). <i>Planning for Power Advertising: A User's Manual for Students and Practitioners</i>. New Delhi: Response Books. 5. Katz, Helen. (2003). <i>The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying</i>. New Jersey: Lawrence Erlbaum Associates, Inc.. 6. Sissors, Jack Z. & Roger B. Baron. (2010). <i>Advertising Media Planning</i>. New York: McGraw-Hill.
Planned learning activities and teaching methods	Lecture. Individual Assignment Team/Group Work. Report Preparation and/or Presentation
Language of instruction	Indonesian
Assessment methods and criteria	There are Assignments, Midterms, Final Examination, and Term-Project Presentation. (Appendices □ assessment criteria)