



**RENCANA PEMBELAJARAN SEMESTER  
JURUSAN S1 MANAJEMEN  
FAKULTAS EKONOMI BISNIS DAN TEKNOLOGI DIGITAL  
UNIVERSITAS NAHDLATUL ULAMA SURABAYA**

MATA KULIAH	KODE	Rumpun MK	BOBOT (skt)		SEMESTER	Direvisi			
Komunikasi Pemasaran Terpadu	MJK21750	Manajemen Pemasaran	T=3	P=0	VII (Gasal)	20 Juni 2021			
	<b>Pengembang RP</b>		<b>Dosen PJMK</b>			<b>Ka PRODI</b>			
	(Reizano Amri Rasyid, S.T.MT) NPP. 16041063		(Reizano Amri Rasyid, S.T.M.MT) NPP. 16041063			(Riyan Sisiawan Putra, SE., MSM) NPP. 1306897			
Capaian Pembelajaran(CP)	Program Studi	<p>Sikap :</p> <ol style="list-style-type: none"><li>1. Bertakwa kepada Tuhan Yang Maha Esa dan mampu menunjukkan sikap religius.</li><li>2. Menjunjung tinggi nilai kemanusiaan dalam menjalankan tugas berdasarkan agama, moral, dan etika.</li><li>3. Bekerja sama dan memiliki kepekaan sosial serta kedulian terhadap masyarakat dan lingkungan.</li><li>4. Menginternalisasi nilai, norma, dan etika akademik.</li><li>5. Menunjukkan sikap bertanggung jawab atas pekerjaan di bidang keahliannya secara mandiri.</li></ol> <p>Pengetahuan:</p> <p>Mahasiswa dapat memahami strategi komunikasi pemasaran terpadu</p> <p><b>Mata Kuliah</b></p> <p>Setelah mengikuti perkuliahan mata kuliah ini, diharapkan mahasiswa dapat memahami strategi komunikasi pemasaran terpadu</p>							
Diskripsi Singkat MK	Mata kuliah ini memberikan bekal pengetahuan, pengertian, dan pemahaman kepada para mahasiswa agar menguasai wawasan dan ruang lingkup berbagai konsep mengenai komunikasi pemasaran terpadu. Konsep pemasaran terpadu ini diperlukan sebagai bekal dasar								

	untuk mempelajari pengetahuan mengenai komunikasi dalam pemasaran yang lebih rinci pada studi lanjutan. Pengetahuan praktis juga diberikan kepada mahasiswa agar mampu membuat perencanaan komunikasi secara mandiri serta mampu mengaplikasikannya dalam kebutuhan bisnis.	
<b>Referensi</b>	<b>Utama :</b>	1. A. Belch, Michael and E. Belch, George. 2011. <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> . New York: McGraw-Hill.
	<b>Pendukung :</b>	
<b>Media Pembelajaran</b>	<b>Software :</b> SLIDE POWER POINT & VIDEO YG RELEVAN	<b>Hardware :</b> LCD, LAPTOP
<b>Team Teaching</b>	1. Rachma Rizqina Mardhotillah, S.T., M.MT 2. <a href="#">Reizano Amri Rasyid, S.T., M.M.T</a>	
<b>Matakuliah Syarat</b>	Manajemen Pemasaran	
<b>Deskripsi Bahan Kajian dan Topik Bahasan</b>	<b>Bahan Kajian:</b> Bahan kajian dalam mata kuliah ini adalah Komunikasi Pemasaran Terpadu	
	<b>Topik Bahasan:</b> Topik bahasan dalam mata kuliah ini antara lain menjelaskan mengenai jenis-jenis dari alat komunikasi pemasaran	
<b>Assesment</b>	$NA = \frac{\{(2 \times P) + (3 \times T) + (2 \times UTS) + (3 \times UAS)\}}{10}$ <p>         NA = Nilai Akhir nilai          P = Performance (Terdiri dari kehadiran, , akhlak dan partisipasi kelas )          T = Nilai tugas (individu dan kelompok )          UTS =Ujian Tengah Semester          UAS =Ujian Akhir Semester       </p>	

Minggu ke	Kemampuan Akhir yang diinginkan setiap tahapan belajar (CPK)	Bahan Kajian (Materi ajar)	Bentuk Pembelajaran (Metode)	Assessment			Dosen Pengampu
				Indikator	Bentuk	Bobot Penilaian	
I	Mahasiswa dapat menjelaskan mengenai An Introduction to Integrated Marketing Communications and The Role of IMC in the Marketing Process	1.1 The growth of Advertising and Promotion 1.2 What is Marketing? 1.3 Integrated Marketing Communications 1.4 The promotional Mix: The Tools for IMC 1.5 IMC Involves Audience Contacts 1.6 The IMC Planning Process 1.7 Perspective and Organizational of This text 1.8 Marketing Strategy and Analysis 1.9 The Target Marketing Process 1.10 Developing the Marketing Planning Program 1.11 The Role of Advertising and Promotion	1. Kuliah pengantar 2. Brainstorming 3. Discussion	Mahasiswa mampu menjelaskan mengenai: 1.12 The growth of Advertising and Promotion 1.13 What is Marketing? 1.14 Integrated Marketing Communications 1.15 The promotional Mix: The Tools for IMC 1.16 IMC Involves Audience Contacts 1.17 The IMC Planning Process 1.18 Perspective and Organizational of This text 1.19 Marketing Strategy and Analysis 1.20 The Target Marketing Process 1.21 Developing the Marketing Planning Program 1.22 The Role of Advertising and Promotion	presentasi	10%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
II	Explain Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communications Organizations and Perspectives on Consumer Behavior	1.1 Explain Participants in the Integrated Marketing Communications Process 1.2 Explain Organizing for Advertising and Promotion 1.3 Explain Advertising Agencies 1.4 Explain Agency Compensation 1.5 Explain Evaluating Agencies 1.6 Explain Specialized Service 1.7 Explain Collateral Services 1.8 Explain Integrated Marketing Communications Services 1.9 Explain An Overview of Consumer Behavior	1. Brainstorming 2. Discussion	Mahasiswa mampu menjelaskan mengenai: 1.14 Explain Participants in the Integrated Marketing Communications Process 1.15 Explain Organizing for Advertising and Promotion 1.16 Explain Advertising Agencies 1.17 Explain Agency Compensation 1.18 Explain Evaluating Agencies 1.19 Explain Specialized Service 1.20 Explain Collateral Services	Makalah dan presentasi kelompok Sikap	10%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa

		<p>1.10 Explain The Consumer Decision-Making Process</p> <p>1.11 Explain The Consumer Learning Process</p> <p>1.12 Explain Environmental Influences on Consumer Behavior</p> <p>1.13 Explain Alternative Approaches to Consumer Behavior</p>		<p>1.21 Explain Integrated Marketing Communications Services</p> <p>1.22 Explain An Overview of Consumer Behavior</p> <p>1.23 Explain The Consumer Decision-Making Process</p> <p>1.24 Explain The Consumer Learning Process</p> <p>1.25 Explain Environmental Influences on Consumer Behavior</p> <p>1.26 Explain Alternative Approaches to Consumer Behavior</p>			
III	Explain The Communication Process and Source, Message, and Channel Factors	<p>1.1 Explain The Nature of Communication</p> <p>1.2 Explain A Basic Model of Communication</p> <p>1.3 Explain Analyzing the Receiver</p> <p>1.4 Explain The Response Process</p> <p>1.5 Explain Cognitive Processing of Communications</p> <p>1.6 Explain Promotional Planning through the Persuasion Matrix</p> <p>1.7 Explain Source Factors</p> <p>1.8 Explain Choosing a Celebrity Endorser</p> <p>1.9 Explain Message Factors</p> <p>1.10 Explain Channel Factors</p>	<p>1. Brainstorming</p> <p>2. Discussion</p>	<p>Mahasiswa mampu menjelaskan mengenai:</p> <p>1.11 Explain The Nature of Communication</p> <p>1.12 Explain A Basic Model of Communication</p> <p>1.13 Explain Analyzing the Receiver</p> <p>1.14 Explain The Response Process</p> <p>1.15 Explain Cognitive Processing of Communications</p> <p>1.16 Explain Promotional Planning through the Persuasion Matrix</p> <p>1.17 Explain Source Factors</p> <p>1.18 Explain Choosing a Celebrity Endorser</p> <p>1.19 Explain Message Factors</p> <p>1.20 Explain Channel Factors</p>	Makalah dan presentasi kelompok Sikap	10%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
IV	Explain Establishing Objectives and Budgeting for the Promotional Program	<p>1.1 Explain The Value of Objectives</p> <p>1.2 Explain Determining Integrated Marketing</p> <p>1.3 Explain Sales versus Communications Objectives</p>	<p>1. Brainstorming</p> <p>2. Discussion</p>	<p>1.4 Explain The Value of Objectives</p> <p>1.5 Explain Determining Integrated Marketing</p> <p>1.6 Explain Sales versus Communications Objectives</p>	Makalah dan presentasi kelompok,	10%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa

					Sikap		
V	Explain Creative Strategy: Planning and Development and Creative Strategy: Implementation and Evaluation	1.1 Explain The Importance of Creativity in Advertising 1.2 Explain Advertising Creativity 1.3 Explain Planning Creative Strategy 1.4 Explain The Creative Process 1.5 Explain Creative Strategy Development 1.6 Explain Appeals and Execution Styles 1.7 Explain Creative Tactics 1.8 Explain Client Evaluation and Approval	1. Brainstorming 2. Discussion	1.9 Explain The Importance of Creativity in Advertising 1.10 Explain Advertising Creativity 1.11 Explain Planning Creative Strategy 1.12 Explain The Creative Process 1.13 Explain Creative Strategy Development 1.14 Explain Appeals and Execution Styles 1.15 Explain Creative Tactics 1.16 Explain Client Evaluation and Approval	Makalah dan presentasi kelompok, Sikap	10%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
VI	Media Planning and Strategy and Evaluation of Broadcast Media	1.1 Explain An Overview of Media planning 1.2 Explain Developing The Media Plan 1.3 Explain Market Analysis and Target Market 1.4 Explain Establishing Media Objective 1.5 Explain Developing and Implementing Media Strategies 1.6 Explain Television 1.7 Explain Buying television Time 1.8 Explain Radio	1. Brainstorming 2. Discussion	1.9 Explain An Overview of Media planning 1.10 Explain Developing The Media Plan 1.11 Explain Market Analysis and Target Market 1.12 Explain Establishing Media Objective 1.13 Explain Developing and Implementing Media Strategies 1.14 Explain Television 1.15 Explain Buying television Time 1.16 Explain Radio	Makalah dan presentasi kelompok, Sikap	10%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
VII	Evaluation of Print Media	1.1 Explain The role of magazines and newspapers	1. Brainstorming 2. Discussion	1.2 Explain The role of magazines and newspapers	Makalah dan presentasi kelompok, Sikap	5%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
			UTS				

VIII	Support Media and Direct Marketing	<p>1.1 Explain The scope of the Support Media Industry</p> <p>1.2 Explain Traditional Support Media</p> <p>1.3 Explain Promotional Products Marketing</p> <p>1.4 Explain Other traditional support media</p> <p>1.5 Explain Non traditional support media</p> <p>1.6 Explain Direct marketing</p> <p>1.7 Explain Direct Selling</p> <p>1.8 Explain Evaluating the effectiveness</p>	<p>1. Brainstorming</p> <p>2. Discussion</p>	<p>1.9 Explain The scope of the Support Media Industry</p> <p>1.10 Explain Traditional Support Media</p> <p>1.11 Explain Promotional Products Marketing</p> <p>1.12 Explain Other traditional support media</p> <p>1.13 Explain Non traditional support media</p> <p>1.14 Explain Direct marketing</p> <p>1.15 Explain Direct Selling</p> <p>1.16 Explain Evaluating the effectiveness</p>	Makalah dan presentasi kelompok, Sikap	5%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
IX	The Internet and Interactive Media and Sales Promotion	<p>1.1 Explain A brief history of the internet</p> <p>1.2 Explain The internet and integrated marketing</p> <p>1.3 Explain Measuring effectiveness of the internet</p> <p>1.4 Explain The scope and role of sales promotion</p> <p>1.5 Explain The growth of sales promotion</p> <p>1.6 Explain Consumer-oriented sales promotion</p>	<p>1. Brainstorming</p> <p>2. Discussion</p>	<p>1.7 Explain A brief history of the internet</p> <p>1.8 Explain The internet and integrated marketing</p> <p>1.9 Explain Measuring effectiveness of the internet</p> <p>1.10 Explain The scope and role of sales promotion</p> <p>1.11 Explain The growth of sales promotion</p> <p>1.12 Explain Consumer-oriented sales promotion</p>	Makalah dan presentasi kelompok, Sikap	5%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
X	Public Relations, Publicity, and Corporate Advertising	<p>1.1 Explain Public relations</p> <p>1.2 Explain The process of public relations</p> <p>1.3 Explain Publicity</p> <p>1.4 Explain Corporate advertising</p>	<p>1. Brainstorming</p> <p>2. Discussion</p>	<p>1.5 Explain Public relations</p> <p>1.6 Explain The process of public relations</p> <p>1.7 Explain Publicity</p> <p>1.8 Explain Corporate advertising</p>	Makalah dan presentasi kelompok,	5 %	Tim Dosen Komunikasi Pemasaran Terpadu Unusa

					Sikap		
XI	Personal Selling	1.1 Explain The scope of personal selling 1.2 Explain The role of personal selling in the IMC program 1.3 Explain Combining personal selling	1. Brainstorming 2. Discussion	1.4 Explain The scope of personal selling 1.5 Explain The role of personal selling in the IMC program 1.6 Explain Combining personal selling	Makalah dan presentasi kelompok, Sikap	5 %	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
XII	Measuring the Effectiveness of the Promotional Program	1.1 Explain Arguments for and againsts measuring 1.2 Explain Conducting research to measure advertising 1.3 Explain The testing process 1.4 Explain Establishing a program for measuring 1.5 Explain Measuring the effectiveness of other program elements	1. Brainstorming 2. Discussion	1.6 Explain Arguments for and againts measuring 1.7 Explain Conducting research to measure advertising 1.8 Explain The testing process 1.9 Explain Establishing a program for measuring 1.10 Explain Measuring the effectiveness of other program elements	Makalah dan presentasi kelompok, Sikap	5%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
XIII	International Advertising and Promotion Regulation and of Advertising and Promotion	1.1 Explain The importance of international market 1.2 Explain The role of international advertising 1.3 Explain The international environment 1.4 Explain Global versus localized advertising 1.5 Explain Decision area in international advertising 1.6 Explain Self regulation	1. Brainstorming 2. Discussion	1.8 Explain The importance of international market 1.9 Explain The role of international advertising 1.10 Explain The international environment 1.11 Explain Global versus localized advertising 1.12 Explain Decision area in international advertising 1.13 Explain Self regulation	Makalah dan presentasi kelompok, Sikap	5%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa

		1.7 Explain Federal regulation of advertising		1.14 Explain Federal regulation of advertising			
XIV	Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotions	1.1 Explain Advertising and promotion ethics 1.2 Explain Social and ethical criticism of advertising	1. Brainstorming 2. Discussion	1.3 Explain Advertising and promotion ethics 1.4 Explain Social and ethical criticism of advertising	Presentasi individu, Sikap	5%	Tim Dosen Komunikasi Pemasaran Terpadu Unusa
			UAS				

Surabaya, 1 Januari 2021

Dosen Pengampu	Ketua Program Studi
Tim Dosen KPT Unusa	<b>(Riyawati Sisiawan Putra, SE., MSM)</b> <b>NPP. 1306897</b>