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1. Faculty : Communication
2. Study Program : Communication
3. Subject : **Marketing Communication**
4. Code :
5. Prerequisite : -
6. Status of Subject : Compulsory
7. Description : This Subject giving knowledge about communication's aspects in order to selling the product, application & forms of mix marketing communication strategy, covering definition of marketing communication, positioning strategy, brand, sales promotion, public relations marketing, personal selling, direct response media.
8. Competence : The students should have gained an ability to look beyond the 'text' and explore the cultural conditions from which a variety of customers, have an understanding of the constructed nature of marketing tools, develop a critical awareness of how marketing communication's works, begin to understand and evaluate the relationship between marketing and public relations, Apply that skills and knowledge should be developed in an integrated and holistic manner.

Grade : Bachelor Degree

9. Implementation Process of weekly learning time :

No	Topics	Sub Topics	References	Explanation
1	Marketing Communication as an Introduction	<ul style="list-style-type: none"> <li>• Knowing the customers</li> <li>• Marketing concepts</li> <li>• Branding &amp; Relationships Marketing</li> <li>• Value</li> </ul>		-
2	Marketing Communication Process I	<ul style="list-style-type: none"> <li>• Diffusion of Marketing Communication :               <ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Selling Promotion</li> <li>3. Public Relations &amp; Publications</li> <li>4. Personal &amp; Direct Selling</li> </ol> </li> <li>• Mix Marketing Communication</li> </ul>		-
3	Marketing Communication Process II	<ul style="list-style-type: none"> <li>• Communication Process :               <ol style="list-style-type: none"> <li>1. Models of Communication Process</li> <li>2. The obstacles of communication</li> <li>3. Communication's Effects</li> </ol> </li> </ul>		-
4	Designing Marketing Communications	<ul style="list-style-type: none"> <li>• Marketing Stimulations &amp; Customer's Perception :               <ol style="list-style-type: none"> <li>1. Stimulus characteristics which influences the customer's perception.</li> <li>2. Customers characteristics which influences the perception.</li> </ol> </li> <li>• Develop marketing communications which is effective – Identified target audience.</li> </ul>		-
5	Designing Marketing Communications	<ul style="list-style-type: none"> <li>• Benefit for the consumer :               <ol style="list-style-type: none"> <li>1. Image analysis.</li> <li>2. Determine the communications target.</li> </ol> </li> <li>• Designing message :               <ol style="list-style-type: none"> <li>1. Message's contents</li> <li>2. Message's structure</li> <li>3. Message's format</li> <li>4. Stealth marketing</li> </ol> </li> </ul>		-

6	Communication Source and Access	<ul style="list-style-type: none"> <li>• Communication's Source</li> <li>• Choosing communication's access</li> <li>• Personal communication's access</li> <li>• Non-personal communication's access</li> </ul>		-
7	<b>QUIZ</b>			
8	Choosing Right Marketing Communication's Techniques	<ul style="list-style-type: none"> <li>• Advertisement</li> <li>• Public Relations &amp; Mass Media</li> <li>• Direct Marketing</li> <li>• Marketing Relations</li> <li>• Sponsoring</li> </ul>		-
9	Marketing Communication's Diffusion	<ul style="list-style-type: none"> <li>• A success communication's program</li> <li>• Marketing diffusion strategy</li> <li>• Ambush marketing</li> </ul>		-
10	Case Studies & Discussion	Case studies & discussion		-
11	<b>MID TEST</b>	<b>Chapter 1 – 10</b>		-
12	Marketing Ethics	<ul style="list-style-type: none"> <li>• Ethics Theories</li> <li>• Application ethics theory to marketing</li> </ul>		-
13	Elaboration of Audio Visual Media as One of Marketing Communication Shape	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Production's process of advertisement</li> <li>• Physically form of a script</li> <li>• Writing system of a script</li> <li>• An example of a script</li> <li>• Storyboard Maker</li> <li>• Editing process</li> </ul>		-
14	Marketing Research	<ul style="list-style-type: none"> <li>• Definition and the importance of marketing research</li> </ul>		-

		<ul style="list-style-type: none"> <li>• Marketing research criteria</li> <li>• Marketing research classification</li> <li>• Marketing research process :               <ol style="list-style-type: none"> <li>1. Problem Formulation</li> <li>2. Determine of research design</li> <li>3. Design of collecting data method</li> </ol> </li> <li>• Compiling research report</li> </ul>		
15	Budget Arranging	<ul style="list-style-type: none"> <li>• Budget interpretation &amp; budget arranging method</li> <li>• Budget using</li> <li>• Factors that influence the using of budget</li> <li>• Interpretation of sale expense's budget</li> <li>• Promotion of product or service : budgeting method, media strategy, media plan</li> </ul>		-
16	Budget Arranging	<ul style="list-style-type: none"> <li>• The estimation production budget</li> <li>• Television advertisement production</li> <li>• Radio advertisement production</li> <li>• Making advertisement budget : mold advertisement, radio advertisement and television advertisement</li> </ul>		-
17	<b>QUIZ</b>			
18	Making Presentation Using MS Power Point	<ul style="list-style-type: none"> <li>• Knowing appearance &amp; main facilities of presentation in MS Power Point</li> <li>• Starting MS Power Point</li> <li>• Determining presentation layout</li> <li>• Text using in MS Power Point</li> <li>• Picture using in MS Power Point</li> </ul>		-
19	Making Presentation Using MS Power Point	<ul style="list-style-type: none"> <li>• Animation setting in MS Power Point</li> <li>• Program link in MS Power Point</li> <li>• Making master slide</li> <li>• Pinned out the presentation</li> </ul>		-
20	Review and Discussion	Review & Discussion		-

21	<b>FINAL TEST</b>	<b>Chapter 12 - 20</b>		-
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10. Evaluation : *Discussion, Quiz, Mid Semester Test , Final Semester Test.*

11. References :

- a) George E. Belch, Michael A. Belch. (2004). *Advertising and Promotion : An Integrated Marketing Communications Perspective*, 4th Edition. McGraw-Hill
- b) Uyung Sulaksana. (2003). *Integrated Marketing Communication*, Pustaka Pelajar
- c) Philip Kotler. (2004). *Manajemen Pemasaran*, jilid 2, Edisi 11
- d) Tom Brannan. (1998). *Integrated Marketing Communication*, Gramedia
- e) I Dewa Made Hari Shandi. (2005). *Etika Komunikasi Penjualan*, Prestasi Pustaka Publisher, Jakarta
- f) *Budgeting Perencanaan Kerja, Pengkoordinasian Kerja, Pengawasan Kerja*. (1997). Edisi 1, BPFE, Jogjakarta
- g) *Trik Desain Presentasi dengan Power Point*. (2005). Elex Media Komputindo, Jakarta