	UNIVERSITAS DIPONEGORO **FAKULTAS ILMU SOSIAL DAN ILMU POLITIK** **PROGRAM STUDI S1 ILMU KOMUNIKASI** Jl. Prof. Soedharto, Kampus Tembalang, Semarang Telp. (024) 7465408

RENCANA PEMBELAJARAN SEMESTER (RPS)

EDISI REVISI KE - 1

Mata Kuliah	Kode	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
Media Strategy	**SIK21333**	Communication Science	3	Genap	21 Januari 2021/1

Otorisasi	Dosen Pengembang RPS		Koordinator RMK	Ka. Prodi
	Amida Yusriana, M.I.Kom Dr. Lintang Ratri Rahmiaji, M.Si		Dr. Lintang Ratri Rahmiaji, M.Si	Rouli Manalu, Ph.D

Capaian Pembelajaran (CP)	CPL – Prodi	
	A1, A2, A3, A4, A5, A10 P2 KU1, KU2, KU5,KU6, KU7 KK1, KK2, KK5, KK7, KK10	
	CP – MK	
	C1	Knowing the basics of media planning
	C2	Understanding the basics of media planning
	C3	Applying the basic of calculating and measurement
	C4	Analyzing the media and vehicle
	C5	Conducting the media planning
	C6	Evaluating the media planning

Deskripsi Mata Kuliah	
Materi Pembelajaran/ Pokok Bahasan	This course is designed as a course that provides students with knowledge and learning practice of the media planning .
Pustaka	1. Young, Antony. (2014). Brand Media Strategy. New York: Palgrave Macmillan 2. Quesenberry, Keith A. (2019). Social Media Strategy: Marketing, Advertising, and Public Relations in The Consumer Revolution.Maryland: Rowman & Littlefield. 3. Sissors, Jack Z & Roger B. Baron. (2010). *Advertising Media Planning*. New York: McGraw Hills.
Media Pembelajaran	**Perangkat keras:** **Perangkat lunak:**
	Computer, LCD & Projector, Audio-visual Tools / Aplikasi web online (blog)
Team Teaching	Amida Yusriana, M.I.Kom, Primada Qurrota Ayun, MA.
Mata Kuliah Syarat	

Minggu (1)	Sub-CP-MK (sebagai kemampuan akhir yang diharapkan) (2)	Bahan Kajian/Materi Ajar (3)	Metoda Pembelajaran [estimasi waktu] (4)	Kriteria dan bentuk penilaian (5)	Bobot Nilai (6)
1	Students are able to understand and analyze market research	Market Research Class Contract	Learning methods: Listening to lecture individual learning	Group Activity	3%
2	Students are able to understand the basic of media planning	Introduction to Media Planning	Learning methods: Listening to lecture individual learning	Group Activity	3%
3	Students are able to apply the media plan presentation	Sample Media Plan Presentation	Learning methods: Listening to lecture individual learning	Group Activity	3%
4	Students are able to explain the relationship among media, advertising and consumers	The Relationship Among Media, Advertising, and Consumers	Practical Approach	Group Activity	3%
5	Students are able to understand the basic measurement and calculation	Basic Measurements and Calculations	Learning methods: Listening to lecture individual learning	Group Activity	3%
6	Students are able to measure and calculate	Advanced Measurements and Calculations	Learning methods: Listening to lecture individual	Group Activity	3%

		learning		
7	Students are able apply the marketing strategy and planning	Marketing Strategy and Media Planning	Group Pactice	Group Activity	3%
8	**Evaluasi Tengah Semester**				
9	Students are able to create a strategy planning	Strategy Planning 1: Who, Where and When	Learning methods: Listening to lecture individual learning	Group Activity	3%
10	Students are able to create a strategy planning	Strategy Planning II: Weighting, Reach, Frequency, and Scheduling	Learning methods: Listening to lecture individual learning	Group Activity	3%
11	Students are able to select media classes	Selecting Media Classes: Intermedia Comparisons	Learning methods: Listening to lecture individual learning	Group Activity	3%
12	Students are able to apply the principles of planning media strategy	Principles of Planning Media Strategy	Learning methods: Listening to lecture individual learning	Group Activity	3%
13	Students are able to evaluate and select media vehicles	Evaluating and Selecting Media Vehicles	Learning methods: Listening to lecture individual learning	Group Activity	3%
14	Students are able to calculate the media costs and buying problems	Media Costs and Buying Problems	Learning methods: Listening to lecture individual learning	Group Activity	3%
15	Students are able to set and allocate the budget	Setting and Allocating The Budget Testing, Experimenting, and Media Planning	Learning methods: Listening to lecture individual learning	Group Activity	3%
16	**Evaluasi Akhir Semester**				

SCORING TABLE	
50%	1. Daily activities/assignment 1st – 8th Meeting (25%) 2. Daily activities/assignment 9th – 16th Meeting (25%)
25%	Mid Examination
25%	Final Examination