



**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 - 2**

Mata Kuliah	Kode	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
<b>Social Marketing Management - IUP</b>	<b>SIK21349</b>	Elective course	3	3	16/08/2020
Authorization	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi
	Tandiyo Pradekso Djoko Setyabudi Hapsari Dwiningtyas				S. Rouli Manalu
Learning Outcome (LO)	LO – Study Program				
	Ability to manage a specific project in the area of strategic communication				
	LO _ Course				
	On successful completion of this course students will be able to designing project proposal, managing, executing, monitoring, and evaluating a social marketing project/campaign				

Course Description	Social marketing tries to change people's behavior for the benefit of the society as a whole. This course focuses on the implementation of marketing concepts and techniques for social campaigns, which the main objective is changing social behaviors of the society.
Learning Material/Topics	1. Social Marketing Comprehension 2. Social marketing researches

	3. Social marketing environments' analysis 4. Designing social marketing strategies 5. Designing social marketing plan. 6. Managing social marketing activities. 7. Social marketing cases 8. Social Campaign Execution 9. Social Campaign Monitoring 10. Social Campaign Evaluation 11. Social Campaign Report
References	1. Kotler, Phillip, Ned Roberto, Nancy Lee (2002) Social Marketing – Improving the Quality of Life, New York: Sage Publication. 2. Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6 <sup>th</sup> ). Los Angeles: Sage Publication. 3. Andreasen, Allan R (2006) Social Marketing in 21st Century, New York: Sage Publication.
Learning Method	<b>Hardware :</b> <b>Softwte:</b>
	Computer, LCD & Projector, Audi-Visual Gadgets Moodle, Ms Teams, SSO
Team Teaching	!. Tandiyo Pradekso 2, Hapsari Dwiningtyas
Prerequisite	-

Week	Topics Learning Outcomes	Topic/Reading materials/course references	Learning methods	Student learning experiences/assessment	% Grade
(1)	(2)	(3)	(4)	(5)	(6)
1	The students will be able to explain: a. Philosophical thinking and the position of social marketing in	Social marketing comprehension. Chapter 1 & 2: Kotler, P., Roberto, N.,	Lecture, class discussion. [TM: 3 x 50"] Course references reading	Learning methods: Lecture, discussing cases. Student learning	2%

	<p>terms of social campaign.</p> <p>b. Social marketing approaches for social changes.</p> <p>c. The definition of Social Marketing</p> <p>d. Outlining the planning process</p>	<p>Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 1: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p>	<p>and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper)</p> <p>[BT: 3 x 60"]</p>	<p>experiences/assessment: Listening lecture, class discussion.</p>	
2	<p>The students will be able to determine the appropriate research techniques for social marketing programs.</p>	<p>Research and Environmental Analysis</p> <p>Chapter 4 &amp; 5: Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 2: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper)</p> <p>[BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, writing presentation paper, group presentation</p>	2%
3	<p>The student will be able to select target market and set objectives and goals.</p>	<p>Target Market, Objectives, and Goals</p> <p>Chapter 6, 7, 8: Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 4: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper)</p> <p>[BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, writing presentation paper, group presentation</p>	2%

4	The students will be able to explain and implement the steps of designing social marketing strategies: Product and Price	<p>4P: Product and Price</p> <p>Chapter 9 &amp; 10: Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 10 &amp; 11: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion. Student learning experiences/assessment : class discussion, writing presentation paper, group presentation</p>	2%
5	The students will be able to explain and implement the steps of designing social marketing strategies: Place and Promotion	<p>4P: Place and Promotion</p> <p>Chapter: 11, 12, &amp; 13 Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 12, 13, 14: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion. Student learning experiences/assessment: class discussion, writing presentation paper, group presentation</p>	2%
6	The students will be able to develop plan for monitoring & evaluation	<p>Monitoring and Evaluation</p> <p>Chapter 14: Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 15: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"] Course references reading and review [BM: 3 x 60"] Group activities (discussion, writing presentation paper)</p>	<p>Learning methods: Group Presentation, lecture, class discussion. Student learning experiences: class discussion, writing presentation paper, group presentation</p>	2%

		Publication.	[BT: 3 x 60"]		
7	The students going to analyze social marketing cases and determine their group projects	<p>Social Marketing Cases</p> <p>Chapter 15, 16, 17: Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper)</p> <p>[BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, writing presentation paper, group presentation</p>	2%
8	<b>Mid Term Test</b>				<b>40%</b>
9	The student will be able to design and execute a social marketing project: environment analysis	<p>Execute environmental analysis</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p> <p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) <i>Social Marketing in 21st Century</i>, New York: Sage Publication.</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper)</p> <p>[BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences: class discussion, writing presentation paper, group presentation.</p>	2%
10	The student will be able to design and execute a social marketing project.: product, price, place, promotion	<p>Execute product, price, place, and promotion.</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, writing presentation paper, group presentation</p>	2%

		<p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) <i>Social Marketing in 21st Century</i>, New York: Sage Publication</p>	<p>presentation paper)</p> <p>[BT: 3 x 60"]</p>		
11	The student will be able to design and execute a social marketing project: product, price, place, promotion	<p>Execute product, price, place, and promotion</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p> <p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) <i>Social Marketing in 21st Century</i>, New York: Sage Publication</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, writing presentation paper, group presentation</p>	2%
12	The student will be able to design and execute a social marketing project: campaign monitoring	<p>Social Campaign Monitoring</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). <i>Social Marketing: Behavior Change for Social Good</i> (6th). Los Angeles: Sage Publication.</p> <p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) <i>Social Marketing in 21st Century</i>, New York:</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, class participation.</p>	2%

		Sage Publication			
13	The student will be able to design and execute a social marketing project: campaign monitoring	<p>Social Campaign Monitoring</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). Social Marketing: Behavior Change for Social Good (6th). Los Angeles: Sage Publication.</p> <p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) Social Marketing in 21st Century, New York: Sage Publication</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	<p>Student learning experiences: class discussion, writing</p> <p>Student learning experiences/assessment: class discussion, class participation.</p>	2%
14	The student will be able to design and execute a social marketing project: social campaign evaluation	<p>Social Campaign Evaluation</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). Social Marketing: Behavior Change for Social Good (6th). Los Angeles: Sage Publication.</p> <p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) Social Marketing in 21st Century, New York: Sage Publication</p>	<p>Group presentation, lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing presentation paper) [BT: 3 x 60"]</p>	<p>Learning methods: Group Presentation, lecture, class discussion.</p> <p>Student learning experiences/assessment: class discussion, class participation</p>	2%
15	The student will be able to design and execute a social marketing project: social campaign final report	<p>Social Campaign Final Report</p> <p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Chapter 10: Lee, N. R., Kotler, P., (2020). Social Marketing: Behavior Change for Social Good (6th). Los Angeles: Sage Publication.</p>	<p>Lecture, class discussion. [TM: 3 x 50"]</p> <p>Course references reading and review [BM: 3 x 60"]</p> <p>Group activities (discussion, writing</p>	<p>Student learning experiences: class discussion, writing</p> <p>Student learning experiences/assessment: class discussion, class participation</p>	2%

		<p>Kotler, P., Roberto, N., Lee, N. (2002), <i>Social Marketing – Improving the Quality of Life</i>, Sage Publication</p> <p>Andreasen, Allan R (2006) <i>Social Marketing in 21st Century</i>, New York: Sage Publication</p>	<p>presentation paper)</p> <p>[BT: 3 x 60"]</p>		
16	Final Exam (40%)				