



Module Handbook Marketing



Bachelor of Visual Communication Design Program
Faculty of Creative Design and Digital Business
Institut Teknologi Sepuluh Nopember

Lampiran

No.	Deskripsi
<input type="checkbox"/>	<p>1. Mampu menunjukkan sikap dan karakter yang mencerminkan ketakwaan kepada Tuhan YME, berbudi pekerti luhur, peka dan peduli terhadap masalah sosial dan lingkungan, menghargai perbedaan budaya dan kemajemukan, menjunjung tinggi penegakan hukum, mendahulukan kepentingan bangsa dan masyarakat luas, melalui inovasi, kreatifitas, dan potensi lain yang dimiliki. <i>Capable of exemplifying attitudes and virtues indicative of a profound commitment to the divine, possessing noble character, demonstrating sensitivity to and concern for social and environmental issues, exhibiting respect for cultural diversity and pluralism, upholding the principles of law enforcement, and prioritizing the welfare of the nation and broader community. This is achieved through the application of innovation, creativity, and leveraging the inherent potential possessed by oneself and others.</i></p>
<input type="checkbox"/>	<p>2. Mampu mengkaji dan memanfaatkan ilmu pengetahuan dan teknologi dalam rangka mengaplikasikannya pada bidang keahlian desain komunikasi visual, serta mampu mengambil keputusan secara tepat dari hasil kerja sendiri maupun kerja kelompok melalui pemikiran logis, kritis, sistematis dan inovatif. <i>Proficient in the examination and application of scientific and technological principles for the enhancement of expertise in visual communication design. Capable of rendering judicious decisions based on individual and collaborative endeavors, employing logical, critical, systematic, and innovative thinking to interpret and utilize outcomes effectively.</i></p>
<input type="checkbox"/>	<p>3. Mampu mengelola pembelajaran diri sendiri, dan mengembangkan diri sebagai pribadi pembelajar sepanjang hayat untuk bersaing ditingkat nasional, maupun internasional, dalam rangka berkontribusi nyata untuk menyelesaikan masalah dengan memperhatikan prinsip keberlanjutan. <i>Competent in self-directed learning management and committed to personal development as a lifelong learner, with the aim of remaining competitive at both national and international echelons. This pursuit is geared toward making substantive contributions to problem-solving endeavors, underscored by a dedicated adherence to sustainability principles.</i></p>
<input type="checkbox"/>	<p>4. Mampu mengkaji dan mengaplikasikan teori dan prinsip desain komunikasi visual <i>Proficient in the examination and application of theories and principles within the realm of visual communication design.</i></p>
<input checked="" type="checkbox"/>	<p>5. Mampu mengkaji dan mengaplikasikan ilmu dan media komunikasi <i>Competent in the exploration and application of knowledge about communication media.</i></p>
<input type="checkbox"/>	<p>6. Mampu mengkaji dan mengaplikasikan ilmu sosial budaya yang terkait dengan desain komunikasi visual <i>Proficient in the examination and application of socio-cultural knowledge relevant to the field of visual communication design.</i></p>
<input type="checkbox"/>	<p>7. Mampu mengkaji dan mengaplikasikan ilmu dan keterampilan menggambar, membuat sketsa, dan membuat prototipe <i>Competent in the examination and application of knowledge and skills in drawing, sketching, and prototyping.</i></p>
<input type="checkbox"/>	<p>8. Mampu mengkaji dan mengaplikasikan kreatifitas dan design thinking <i>Proficient in the exploration and application of creativity and design thinking.</i></p>
<input type="checkbox"/>	<p>9. Mampu mengkaji dan mengaplikasikan ilmu manajemen dan komunikasi marketing dalam bidang desain komunikasi visual <i>Competent in the examination and application of management and marketing communication knowledge within the domain of visual communication design.</i></p>
<input type="checkbox"/>	<p>10. Mampu mengkaji dan mengaplikasikan ilmu riset desain untuk menghasilkan karya desain komunikasi visual yang komprehensif <i>Proficient in the exploration and application of design research knowledge to generate comprehensive visual communication design projects.</i></p>
<input type="checkbox"/>	<p>11. Mampu mengkaji dan mengaplikasikan teknologi dan inovasi dalam desain komunikasi visual <i>Competent in the examination and application of technology and innovation within the context of visual communication design.</i></p>

Curriculum:

Kurikulum 2018 S-1 Desain Komunikasi Visual

Show

Code	Description of CLO	Mapping of CLO to LO	
		LO 5	Weight of CLO
CLO-1	Mahasiswa mampu memahami definisi, ruang lingkup, tujuan pemasaran. <i>Students are able to understand the definition, scope, and objectives of marketing.</i>	<input checked="" type="checkbox"/>	20%
CLO-2	Mahasiswa mampu memahami segmentasi, targeting dan positioning dalam pemasaran. <i>Students are able to understand segmentation, targeting and positioning in marketing.</i>	<input checked="" type="checkbox"/>	25%
CLO-3	Mahasiswa mampu memahami strategi bauran pemasaran (marketing mix) dalam permerekan. <i>Students are able to understand the marketing mix strategy in branding.</i>	<input checked="" type="checkbox"/>	25%
CLO-4	Mahasiswa mampu merancang strategi pemasaran merek tertentu. <i>Students are able to design certain brand marketing strategies.</i>	<input checked="" type="checkbox"/>	30%
Total Weight		100%	100%

Assessment & Evaluation Plan

No.	Evaluation Plan	CLO-1	CLO-2	CLO-3	CLO-4	Total Weight
1	Evaluasi Tengah Semester <i>Mid-Semester Evaluation</i> Kognitif - UTS <i>Cognitive - Midterm Exam</i>	5%	10%	5%	0%	20%
2	Esai <i>Essay</i> Kognitif - Tugas <i>Cognitive - Assignment</i>	5%	5%	5%	0%	15%
3	Esai 2: Strategi Merek yang berhasil. <i>Essay: successful brand strategy</i> Studi Kasus <i>Case Method</i>	5%	5%	5%	10%	25%
4	Evaluasi Akhir Semester <i>Final-Semester Evaluation</i> Hasil proyek <i>Team-based Project</i>	5%	5%	10%	20%	40%
TOTAL		20%	25%	25%	30%	100%
Target		20%	25%	25%	30%	100%

COURSE	Course Name	Marketing (Enrichment Course)
	Code	DV184603
	Credit	3
	Semester	6

COURSE DESCRIPTION	
	<i>Marketing Design is a course of marketing knowledge of product design. The main focus of the course of design marketing is to identify and formulate the value (value) of the design to be designed by the designer. Through the premise of economics and marketing approach, this course aims to enhance the knowledge of students in increasing the selling value of Visual Communication Design products</i>
GRADE LEARNING ACHIEVEMENTS OF COURSE	
<i>P.4</i>	<i>Design methodologies in depth;</i>
<i>P.10</i>	<i>Concepts and principles of entrepreneurship in the field of visual communication design; and the concept and principles of entrepreneurship in the field of visual communication design, including the concept and technique of reading opportunities, cost and fancy calculations, finding sources of financing, and marketing of visual communication design services.</i>
<i>KK.2</i>	<i>Able to research and explore ideas to set goals, communication objectives, and prototypes of visual communication design solutions that address the issues of identity, mass communication, and competition by taking into account the ethical, historical, cultural, social consequences, environmental conservation and regulatory aspects;</i>
<i>KK.3</i>	<i>Capable of analyzing the level of material and time-utilization efficiency in the production process of each alternative prototype of selected visual communication design solutions, without altering the essence and aesthetics of the design and preserving the environment;</i>
LEARNING OUTCOME	
<i>M1</i>	<i>Students are able to explain the concept of design marketing, marketing environment and market opportunity</i>
<i>M2</i>	<i>Students are able to explain Marketing Strategy for companies with business design cores</i>
<i>M3</i>	<i>Students are able to explain and analyze the marketing Mix for company-based design firms.</i>
<i>M4</i>	<i>Students are able to explain marketing communications</i>
<i>M5</i>	<i>Explain can explain the implementation and supervision of marketing efforts</i>
SUBJECT	
<i>PB 1</i>	<i>Marketing concepts, marketing environments and market opportunities</i>
<i>PB 2</i>	<i>Marketing strategy</i>
<i>PB 3</i>	<i>Marketing mix</i>
<i>PB 4</i>	<i>Marketing communications</i>
<i>PB 5</i>	<i>Implementation and supervision of marketing efforts</i>
REQUIREMENT	
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REFERENCES	

- *Kotler, Philip and Kevin Lane Keller, (2016): Marketing Management, 15th Edition New Jersey: Pearson Prentice Hall, Inc.*
- *Kotler, Philip & Gerry Armstrong, (2014): Principle Of Marketing, 15th edition. New Jersey: Pearson Prentice Hall.*
- *Kotler, Philip & Armstrong (2012): Marketing Management 14th Edition New Jersey: Prentice Hall*