



UNIVERSITY OF BRAWIJAYA
FACULTY OF ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION / TOURISM STUDY PROGRAM

SEMESTER LEARNING PLAN

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SUBJECT	CODE	COURSE CLUBS	WEIGHT (credits)	SEMESTER	Date of Compilation
DIGITAL MARKETING OF TOURISM	PAR60033	Elective Courses	3	5/6	July 20, 2023
AUTHORIZATION	RPS Developer Lecturer		RMK Coordinator		Head of Study Program
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	Signature		Signature		Signature
Learning Outcomes	CPL PROGRAM				
	CPL1	Students are able to integrate nationalistic attitudes, behavioral values and ethics both in the community and work environment.			
	CPL5	Students are able to manage businesses in the tourism sector by prioritizing entrepreneurial values.			
	CPL6	Students are able to implement science and technology in solving tourism problems.			
	CP – MK				
	After taking this course, students are able to				
	CPMK1	Students can contribute to improving the quality of life in society, nation, state, and the progress of civilization based on Pancasila by implementing Digital Marketing. (CPL1)			

	CPMK2	Able to apply logical, critical, systematic, and innovative thinking in the context of developing or implementing science and entrepreneurial values and technology related to business development with Digital Marketing development. (CPL5, CPL6)
	CPMK3	Identify, analyze, structured business problems, especially Digital Marketing, using analytical and systematic approaches and formulate accountable solutions, and master general theoretical concepts related to theories: entrepreneurship, innovation as part of knowledge creation theory, motivation (motivation theory), change (social and management), especially social behavior in entrepreneurship, cross-cultural in business organizations, business functions, and stakeholder theory in Digital Marketing. (CPL1, CPL5, CPL6)

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	1	0	0	0	0	0
CPMK2	0	0	0	0	0.5	0.5
CPMK3	0.4	0	0	0	0.3	0.3

MK Brief Description	This course studies digital marketing applications to improve students' knowledge and skills in optimizing digital marketing media in the tourism business. Furthermore, students are expected to have an effective framework for thinking in digital marketing and be able to differentiate it from traditional marketing..				
Learning Materials / Topics	1. Understanding the role and benefits of digital marketing. 2. Designing optimal digital marketing. 3. Designing digital marketing channels. 4. Collecting and retrieving accurate data in digital marketing. 5. Evaluate and build digital marketing.				
Library	Main				
	1. Dodson, I. (2016). <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i> . John Wiley & Sons.				
	Supporters				
	2. Kotler, P., & Kartajaya, H. (2016). Marketing 4.0: Moving from Traditional to Digital. Wiley. 3. Smith, P. R., & Chaffey, D. (2008). eMarketing Excellence. Routledge.				
Instructional Media	Software :		Hardware :		

	Zoom, VLM	Smart TV, White Board, OBSBOT TinyCam
Team Teaching	Inggang Perwangsa Nuralam, SE, MBA, Ph.D.; Saiful Rahman Yuniarto, S.Sos, M.AB	
Course Requirements	-	

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessment Weight (%)
1	CapableThe role and benefits of digital marketing.	Accuracy, completeness and correctness in: 1.1. Explain and give examples of the role of digital marketing. 1.2. Explain and give examples of the role of digital marketing benefits.	Criteria: Understanding digital marketing Non-test forms: <ul style="list-style-type: none"> • Activeness in class • Quiz Base 1 	<ul style="list-style-type: none"> • Lecture and Q&A • Structured tasks 	[TM for 2x50'] [BM for 1x50']	Introduction (Overview, Course Materials, and Course Contract) and Introduction to Digital Marketing. [1], [2], [3]	0.83%
2	CapableThe role and benefits of digital marketing.	Accuracy, completeness and correctness in: 2.1. Determining the optimal website design in digital marketing. 2.2. Determining optimal website content in digital marketing.	Assessment criteria: Understanding of website design and content. Non-test forms: <ul style="list-style-type: none"> • Activeness in class • Quiz Base 1 	<ul style="list-style-type: none"> • Lecture and Q&A • Structured tasks 	[TM for 2x50'] [BM for 1x50']	Website Design& Content. [1], [2], [3]	0.83%
3	QUIZ 1						5%

4	Designing optimal digital marketing	Accuracy, completeness and correctness in: 4.1. Explain and give an example of Search Engine Result Page: Positioning. 4.2. Explain and give examples of Search Engine Behavior	Assessment criteria: Understanding Search Engine Optimization (SEO). Non-test forms: <ul style="list-style-type: none"> Assignment: Group Presentation Activeness in class UTS Base 	<ul style="list-style-type: none"> Group presentations and class discussions Structured tasks Case Based Learning (CBL) 	[TM for 2x50'] [BM for 1x50']	Search Engine Optimization(SEO). [1], [2], [3]	7.08%
5	Designing optimal digital marketing	Accuracy, completeness and correctness in: 5.1. Explaining the philosophy of Pay Per Click (PPC). 5.2. Designing a Pay Per Click (PPC) program.	Assessment criteria: Understanding Pay Per Click (PPC). Non-test forms: <ul style="list-style-type: none"> Assignment: Group Presentation Activeness in class UTS Base 	<ul style="list-style-type: none"> Group presentations and class discussions Structured tasks Case Based Learning (CBL) 	[TM for 2x50'] [BM for 1x50']	Pay Per Click(PPC). [1], [2], [3]	7.08%
6	Designing optimal digital marketing	Accuracy, completeness and correctness in: 6.1. Explaining digital marketing communication patterns. 6.2. Designing a digital marketing communications program.	Assessment criteria: Understanding Digital Display Advertising (DDA) Non-test forms: <ul style="list-style-type: none"> Assignment: Group Presentation Activeness in class UTS Base 	<ul style="list-style-type: none"> Group presentations and class discussions Structured tasks Case Based Learning (CBL) 	[TM for 2x50'] [BM for 1x50']	Digital Display Advertising(DDA). [1], [2], [3]	7.08%

7	Designing digital marketing channels	Accuracy, Completeness and truth in explaining email marketing process patterns.	Assessment criteria: Understanding Email Marketing Non-test forms: <ul style="list-style-type: none"> Assignment: Group Presentation Activeness in class UTS Base 	<ul style="list-style-type: none"> Group presentations and class discussions Structured tasks Case Based Learning (CBL) 	[TM for 2x50'] [BM for 1x50']	Email Marketing. [1], [2], [3]	7.08%
8	UTS						15%
9	Designing digital marketing channels	Accuracy, completeness and correctness in: 9.1. Explain and design the purpose of using social media marketing. 9.2. Explain and design social media marketing channels.	Assessment criteria: Understanding the goal and channel phases in Social Media Marketing Non-test forms: <ul style="list-style-type: none"> Assignment: Group Presentation Activeness in class Quiz Base 2 	<ul style="list-style-type: none"> Group presentations and class discussions Structured tasks Case Based Learning (CBL) 	[TM for 2x50'] [BM for 1x50']	Social Media Marketing(1): Goals and Channels [1], [2], [3]	7.08%
10	Designing digital marketing channels	Accuracy, completeness and correctness in: 10.1 Explain and design the implementation of social media marketing. 10.2 Explain and design social media marketing analysis.	Assessment criteria: Understanding the stages of implementation and analysis in Social Media Marketing. Non-test forms: <ul style="list-style-type: none"> Assignment: Group Presentation Activeness in class 	<ul style="list-style-type: none"> Group presentations and class discussions Structured tasks Case Based Learning (CBL) 	[TM for 2x50'] [BM for 1x50']	Social Media Marketing(2): Implementation and Analysis. [1], [2], [3]	7.08%

			▪ Quiz Base 2				
11	Designing digital marketing channels	Accuracy, completeness and correctness in explaining and designing Mobile Marketing.	Assessment criteria: Understanding the stages of mobile marketing. Non-test forms: <ul style="list-style-type: none"> ▪ Assignment: Group Presentation ▪ Activeness in class ▪ Quiz Base 2 	<ul style="list-style-type: none"> ▪ Group presentations and class discussions ▪ Structured tasks ▪ <i>Case Based Learning (CBL)</i> 	[TM for 2x50'] [BM for 1x50']	Mobile Marketing: Opportunities, Optimization, Advertising, and Analytics. [1], [2], [3]	7.08%
12	QUIZ 2						5%
13	Collecting and retrieving accurate data in digital marketing	Accuracy, completeness and correctness in explaining and designing analytics in digital marketing	Assessment criteria: Understanding analytics in digital marketing Non-test forms: <ul style="list-style-type: none"> ▪ Assignment: Group Presentation ▪ Activeness in class ▪ UAS Base 	<ul style="list-style-type: none"> ▪ Group presentations and class discussions ▪ Structured tasks ▪ <i>Case Based Learning (CBL)</i> 	[TM for 2x50'] [BM for 1x50']	Analytics: Goals, Setup, Monitor, Analyze. [1], [2], [3]	7.08%
14	Evaluate and build digital marketing	Accuracy, Completeness and truth in evaluating digital marketing.	Assessment criteria: Understanding the efforts to evaluate digital marketing through proper strategy and planning. Non-test forms:	<ul style="list-style-type: none"> ▪ Group presentations and class discussions 	[TM for 2x50'] [BM for 1x50']	Strategy and Planning(1): Evaluating Digital Marketing. [1], [2], [3]	0.83%

			<ul style="list-style-type: none"> ▪ Assignment: Group Presentation ▪ Activeness in class ▪ UAS Base 				
15	Evaluate and build digital marketing	Accuracy, completeness and truth in building digital marketing.	Assessment criteria: Understanding the efforts to build digital marketing through proper strategy and planning Non-test forms: <ul style="list-style-type: none"> ▪ Assignment: Group Presentation ▪ Activeness in class ▪ UAS Base 	<ul style="list-style-type: none"> ▪ Group presentations and class discussions 	[TM for 2x50'] [BM for 1x50']	<i>Strategy and Planning(2): Building Digital Marketing.</i> [1], [2], [3]	0.83%
16	UAS						15%

CPL PS S1 Business Administration

The learning outcomes of graduates (CPL) of the UB Tourism Undergraduate Study Program are as follows.

CPL1. Students are able to integrate nationalism attitudes, behavioral values and ethics both in the community and work environment.

CPL2. Students are able to produce critical and innovative thinking to support business decision making in the tourism sector.

CPL3. Students are able to produce scientific studies to answer current issues in the field of tourism.

CPL4. Students are able to practice communication skills, both oral and written, effectively.

CPL5. Students are able to manage a business in the tourism sector by prioritizing entrepreneurial values.

CPL6. Students are able to implement science and technology in solving tourism problems.

ASSIGNMENT DESIGN

The assignments carried out in this lecture are in the form of Structured Assignments and Independent/Group Assignments.

- Structured lecture assignments are independent assignments for students in the form of homework in the form of a review of the topics presented in lectures, which are done individually and submitted within a specified time.
- Independent/group assignments in the form of individual/group papers in the form of homework according to the topics presented in lectures, which are done individually, and can be presented/discussed in class during face-to-face meetings.

Percentage of Assessment

Types of Assessment	Weight
<i>Case Based Learning</i> (CBL)	50%
Structured Assignments	5%
Activity/TAssignment 2	5%
Quiz	10%
UTS	15%
UAS	15%

CPL assessment and evaluation table at MK

Week to:	CPL	CPMK	Questions (Weight%)	Assessment (test/non-test)	Weight	Weight (%)
1	1, 5, 6	1, 2, 3	Structured Assignments Class Activity	0.41 0.42		0.83
2	1, 5, 6	1, 2, 3	Structured Assignments Class Activity	0.41 0.42		0.83
3	1, 5, 6	1, 2, 3	Quiz 1	5		5
4	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25		7.08
5	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25		7.08

6	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25	7.08
7	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25	7.08
8	1, 5, 6	1, 2, 3	Mid Semester Exam (UTS)	15	15
9	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25	7.08
10	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25	7.08
11	1, 5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25	7.08
12	1, 5, 6	1, 2, 3	Quiz 2	5	5
13	5, 6	2, 3	Structured Assignments Class Activity Case Based Learning (CBL)	0.41 0.42 6.25	7.08
14	5, 6	2, 3	Class Activity	0.83	0.83
15	5, 6	2, 3	Class Activity	0.83	0.83
16	1, 5, 6	1, 2, 3	Final Semester Exam (UAS)	15	15
Total weight (%)				100	100

DETERMINATION OF FINAL VALUE

Final Value Range (NA)	Quality Letters	Quality Score
> 80	A	4
75 < NA ≤ 80	B+	3.5
69 < NA ≤ 75	B	3
60 < NA ≤ 69	C+	2.5
55 < NA ≤ 60	C	2

50 <NA ≤ 55	D+	1.5
44 <NA ≤ 50	D	1
0 < NA ≤ 44	E	0

Assessment Weight Mapping - CPMK

Assessment	CPMK1	CPMK2	CPMK3
<i>Case Based Learning</i> (CBL)	0.3	0.35	0.35
Structured Assignment	0.3	0.3	0.4
Activity	0.3	0.3	0.4
Quiz	0.3	0.3	0.4
UTS	0.1	0.4	0.5
UAS	0.1	0.4	0.5

Formula :

$$NA = ((CBL1 * 50) + (TASK1 * 5) + (QUIZ1 * 10) + (UTS * 15) + (UAS1 * 15)) / 100$$