
 Universitas Airlangga	SEMESTER LEARNING PLAN		Prepared by	Examined by	Approved by	Document Registration Number
	SLP		(Person in Charge)	(Head of Bachelor Program / Head of Department)	Vice Dean I	01/S1Kesmas/RPS/2019
	Revision - Date	January 1 st , 2019	Dr. Sri Widati, S.Sos., M.Si.	Dr. Diah Indriani, S.Si., M.Si	Dr. Santi Martini, dr., M.Kes	
Valid on Semester (odd/even) / Academic Year	Odd Semester 2019/2020	(sign)	(sign)	(sign)		
Faculty of Public Health						

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A. DETAILS OF COURSE


1. Course Name	Integrated Marketing Communication in Health
2. Course Code	SOK408
3. Credits (SKS)	2 (two) SKS
4. Semester / Term	7 (Seventh)
5. Study Program	Bachelor of Public Health
6. Student Learning Achievement	At the end of the course, students will be able to know and explain the principles of the marketing communication as an approach in health promotion and in the long term can use it to improve the health status of the community
7. Course Learning Achievement	<ol style="list-style-type: none"> 1. Students understand the scope, and interdisciplinary science underline Kompas 2. Students understand the principles of Kompas 3. Students understand the skills needed in Kompas 4. Students understand the role of the Kompas in behavior change 5. Students understand how to research target 6. Students understand the planning strategy and Kompas development 7. Students understand and able to explain marketing communication program planning 8. Students understand and plan marketing communication programs
8. Course Description	This course's materials include: Introduction to Integrated Health Marketing Communication (Kompas), Basic Concepts of Kompas, Combi, Behavior Change, Selling Personnel, Direct Marketing, Advertising, Customer Service, E-Commerce Events, Packaging, Sales Promotion
9. Course Prerequisites (if any)	None
10. Instructor	Dr. Sri Widati, S.Sos., M.Si
11. Teaching Assistants	

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B. TEACHING PROGRAM

Week	Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)	Study Materials	Teaching Methods	Additional Materials for Learning	Meeting Time	Course Objectives	Criteria and Indicator of Evaluation / Measurable Learning Outcome (<i>hard dan soft skills</i>)	Mark / Grade / Percentage (%)	Reference Number Ref. (nomor)
1	2	3	4	5	6	7	8	9	10
1	Understand and explain the background, scope, and interdisciplinary science underline KomPas	Introduction to Compass 1. Background Kompas as an approach in health promotion 2. Scope & definition of Kompas 3. Kompas scientific basis	Lectures Discussions	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		2 & 3
2	Understand and explain the principles of Kompas	1. Integrated KomPas and Health Promotio 2. Combi	Lectures Discussions	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1
3	Understand the skills needed in Kompas	Basic techniques in communication and marketing	Lectures Discussions Group task	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		4

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1	2	3	4	5	6	7	8	9	10
		1. Personel Selling 2. Direct Marketing 3. Advertising 4. Customer Service	Presentation						
4	Understand the skills needed in Kompas	Basic techniques in communication and marketing 1. E-Commerce Events 2. Packaging 3. Sales Promotion 4. Sponsorship 5. Tradeshow 6. Public Relations	Lectures Discussions Group task Presentation	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		4
5	Understand the skills needed in Kompas	Basic techniques in communication and marketing 4. Public Relations	Lectures Discussions Group task Presentation	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		4

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1	2	3	4	5	6	7	8	9	10
6	Understand the role of the Kompas in behavior change	The concept of Kompas and cognitive change a. Kompas and Cognitive Change	Reading assignment Lectures Discussions Group task Presentation	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1 & 3
7	Understand the role of the Kompas in behavior change	The concept of Kompas and affective change 1. Kompas and Affective Change	Reading assignment Lectures Discussions Group task Presentation Field trip	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1 & 3
8	Understand the role of the Kompas in behavior change	The concept of Kompas and action change	Reading assignment Lectures Discussions Group task Presentation Field trip	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1 & 3

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1	2	3	4	5	6	7	8	9	10
9	Understand how to research target	Research in Kompas 1. Survey 2. DILO (Day in the Life Of) Analysis and TOMA (Top of the Mind Awareness)	Reading assignment Lectures Discussions Group task Presentation	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1
10	Understand and explain the planning strategy and Kompas development	Marketing Communication Planning & Development 1. Know and Understand the target 2. Problem Definition 3. Kompas Purpose	Lectures Discussions	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1

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1	2	3	4	5	6	7	8	9	10
11	Understand and explain the planning strategy and Kompas development	Marketing Communication Planning & Development 1. Target Audience Segmentation 2. Channels used by the target audience	Lectures Discussions	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1
12	Understand and explain marketing communication program planning	Program Plan Formulation 1. Strategy & Tactics	Lectures Discussions	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1
13.	Understand and plan marketing communication programs	Make a Program Plan Formulation	Assignments and presentations	LCD and Whiteboard	2x50 minutes		1. Listening ability 2. Think critically 3. Communication		1

C. REQUIRED TEXTS / REFERENCES / ESSENTIAL READINGS

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1. Duncan, T. 2003. *Advertising & IMC, 2nd Ed.* McGraw-Hill, New York
2. Communications for Behavioral Impact
3. Frederiksen, Lee W. et al., *Marketing Health Behavior*, New York : Plenum Press, 1984.
4. Manoff, Richard K., *Social Marketing : New Imperative for Public Health*, New York : Praeger Publishers, 1985.