

**SILABUS PERKULIAHAN
JENJANG DIPLOMA III (D 3)
AKOM BINA SARANA INFORMATIKA**

Mata Kuliah :English For Advertising

Kode/SKS : / 2 SKS

1. Farbey, A.D., 2001, "The Art of Marketing Successful Advertising", Volume 4, New Delhi: Crest Publishing House.
2. Heaton, J.B. & Methold, K., 1972 "Understanding Modern English Book One", Hong Kong: Longman Group.
3. Methold, Ken, 1973 "Understanding Modern English Book Two", Hong Kong: Longman Group.
4. Richards, Jack, C., 1989, "American Breakthrough", Oxford University Press.
5. Suyudi, Ichwan & Widiati, Sri, 1995, "Bahasa Inggris 2", Jakarta: Penerbit Gunadarma.

PERTEMUAN KE	POKOK BAHASAN	KETERANGAN
1	Marketing	
2	Think It Over	
3	Teori advertising I	
4	Teori advertising II	
5	Target Market	
6	Advertisement I	
7	Review	
8	UTS	
9	Advertisement II	
10	Advertisement III	
11	Advertisement IV	
12	Rhetorical Characteristics of Advertising English I	
13	Rhetorical Characteristics of Advertising English II	
14	Sales Letter & Advertisement Letter	
15	Review & Quiz	
16	UAS	