

Course: Digital Marketing						
module/course code IAB69020		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 6	Frequency Even Semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) -					
2	Learning outcomes 2. Students can contribute to improving the quality of life in society, nation, state, and the advancement of civilization based on Pancasila by implementing Digital Marketing 3. Able to apply logical, critical, systematic, and innovative thinking in the context of developing or implementing science and technology related to the development of Digital Marketing 4. Identify, analyze, structured business problems, especially Digital Marketing by using an analytical and systematic approach and formulating accountable solutions, and mastering general theoretical concepts related to theories: entrepreneurship, innovation as part of knowledge creation theory creation), motivation (motivation theory), change (social and management), especially social behavior in entrepreneurship, cross culture in business organizations, business functions, and stakeholder theory in Digital Marketing.					
3	Description: This course studies digital marketing applications to improve students' knowledge and skills in optimizing digital marketing media. Furthermore, it is expected that students can have an effective frame of mind in digital marketing and be able to distinguish it from traditional marketing.					
4	Subject aims/Content 1. preliminary 2. Definition of digital marketing 3. Website design 4. Website content 5. SEO (Search Engine Optimization) 6. Email marketing 7. Digital display advertising 8. Pay per click 1 (Google Adwords) 9. Pay per click 2 (Fb Ads) 10. Mobile marketing 11. Social media marketing					

	12. B2B social media marketing 13. Strategy and planning in digital marketing 14. Presenting digital marketing strategy
5	Teaching methods 1. Lectures 2. Discussions 3. Group Works
6	Assessment methods 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz
7	Other information e.g. bibliographical references Utama 1. Dodson, Ian. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley. 2016. Pendukung 2. Kotler, Philip & Hermawan Kartajaya. Marketing 4.0: Moving from Traditional to Digital. Wiley. 2016. 3. PR Smith, Dave Chaffey. eMarketing eXcellence. Routledge, 2008