

Name: Digital Marketing					
Module/course code: IAB69020	Student workload: 510 Minutes / Week	Credits (ECTS): 4.53 ECTS	Semester 6	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/Response		Contact hours: 150 minutes/week	Independent study 360 minutes/week	Class size X students: 30 Students	
1	Prerequisites for participation : -				
2	<p>Learning outcomes</p> <ol style="list-style-type: none"> <li>1. 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</li> <li>2. 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</li> <li>3. 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.</li> </ol>				
3	<p>Description:</p> <p>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.</p>				
4	<p>Teaching methods:</p> <ol style="list-style-type: none"> <li>1. Lectures</li> <li>2. Discussions</li> <li>3. Group Works</li> </ol>				
5	<p>Assessment methods:</p> <ol style="list-style-type: none"> <li>1. Task</li> <li>2. Mid-Term Exam</li> <li>3. Final-Term Exam</li> <li>4. Quiz</li> </ol>				
6	<p>Other information e.g. bibliographical references:</p> <p>Main reference</p> <ol style="list-style-type: none"> <li>1. Dodson, Ian. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley. 2016.</li> </ol> <p>Supporting reference</p> <ol style="list-style-type: none"> <li>2. Kotler, Philip &amp; Hermawan Kartajaya. Marketing 4.0: Moving from Traditional to Digital. Wiley. 2016.</li> <li>3. PR Smith, Dave Chaffey. eMarketing eXcellence. Routledge, 2008</li> </ol>				