

1. Course Identity

Course Name	Digital Marketing		
Faculty	Business and Economics	Study Program	Management
Code	SEM954	Credits Weight	3
Group	Study Program	Type of Course	Elective
Semester	6	Availability	Limited to Study Program
Learning Method	Classroom Session	Media	Blended
Course Cluster	Specialization Elective Courses (MKPP)	Prerequisite	Marketing Management

2. Course Description

Digital Marketing discusses concepts and practices related to legitimate business/transactions in cyber space that utilize digital media. This course is a three credit study program course to introduce students to e-marketing in the digital era.

This course is provided to strengthen and broaden student's knowledge in an effort to contribute to society (blessing for the whole universe) in accordance with the competitive and comparative advantages of organizing the Management study program.




3. Learning Outcomes

CPL Codes	Formulation of Graduate Learning Outcomes (CPL)	CPMK Codes	Formulation of Course Learning Outcomes (CPMK)
S1	To be devoted to God the Almighty and develop a virtuous noble character	M1	To be dedicated to God the Almighty and develop a virtuous noble character: to be ethical, honest, to respect diversity, and to do scientific deeds with practical knowledge (S1, S3, and S5).
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession		
S5	To appreciate the diverse cultures, views, religions, and beliefs and opinion or findings of others		
S6	To encourage good and forbid evil to improve the quality of life in society, nation, state and progress of civilization		
PP2	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels	M2	To master effective communication techniques across functions, organizational and cultural levels (PP2 and PP3)

PP3	To profess at least one of the international languages		
KU3	To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom	M3	To identify managerial problems and organizational functions at the operational level, as well as to make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions, by applying entrepreneurial principles rooted in Islamic wisdom and values (KU3 and KU4)
KU4	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions		
KK2	To build positive collaborations with local, national, and international communities in the field of business	M4	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science based on Islamic values by building positive collaborations in local, national, and international communities in the business sector (KK2 and KK5)
KK5	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science		

4.Learning Materials and Main References

Learning Materials	<ol style="list-style-type: none"> 1. Digital Marketing Learning Framework 2. Microenvironment Analysis 3. Macro-Environmental Analysis 4. Digital Marketing Strategy 5. Impact of Digital Media and Technology in the Marketing Mix 6. Relationship marketing in the Use of Digital Platforms 7. Customer Experience 8. Campaign Planning for Digital Media 9. Marketing Communication Using Digital Media Channels 10. Digital Channel Performance Evaluation and Improvement 11. Digital Copywriting and Ecommerce 12. Customer Engagement (Social Media Ads) 13. Customer Relationship Management (Content Marketing) 14. Digital Marketing Optimization (Conversion Optimization)
Main Reference	Chadwick, E & Chaffey, D. 2019. Digital Marketing: Strategy, Implementation and Practice. 7 th Ed. Pearson: UK

Date: February 10, 2021	Date: February 4, 2021	Date: February 1, 2021
Approved by the Dean	Examined by the Head of Study Program	Prepared by:
		

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