

1. Course Identity

Course name	Digital Marketing		
Faculty	Business and Economics	Study Program	Economics
Code	SIE965	Credit	3
Group	Study Program	Course Status	Elective
Semester	6	Availability	Limited
Learning method	In-class	Media	Blended
Course group	Elective course	Prerequisite	

2. Course Description

Companies are increasingly shifting some of their product and service marketing efforts to digital technologies such as search engines, social media and mobile. These technologies affect customer behavior and also have an impact on company performance. It is important for business and economics students to understand some of these digital strategies and familiarize themselves with some of the underlying technologies. This course is designed as an undergraduate elective to provide insight into some marketing strategies that use internet-based (digital) technologies. The objective of this course is to provide theoretical and practical knowledge of the process of creating a digital campaign and its segments.

3. Learning Outcome

Code GLO	Formulation of Graduate Learning Outcome (GLO)	Code CLO	Formulation of Course Learning Outcome (CLO)
K	Able to apply knowledge and expertise in entrepreneurial economics to read and seize business opportunities.	K3	Able to identify effective and efficient marketing strategies based on digital systems.

4. Study Materials and Main References

Study Materials	<ol style="list-style-type: none"> 1. Basic Concepts of Digital Marketing 2. People and Big Data 3. Online Market Research 4. Advertisement and Advertising Platforms 5. Designing a Website 6. Search Engine Optimization (SEO) Concepts 7. Pay Per Click (PPC) Advertising 8. Email Marketing 9. Mobile Device Marketing 10. Social Media Marketing 11. Content Marketing and Native Advertising 12. Digital Agency 13. Customer Relationship Management (CRM) Utilizing Various Media 14. Case Study: Digital E-Marketing
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Main References	<p>E-Marketing Institute, 2017. "Internet Marketing Online Marketing Fundamentals: Course Material", eMarketing Institute, Copenhagen Denmark.</p> <p>Supporting References:</p> <ol style="list-style-type: none"> 1. Ryan, Damian. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. United States:Kogan Page, Ltd. 2. Ira Kaufman (and Chris Horton. (2014). Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives,Managers, and Students. United States: Routledge. 3. Jones Alex Trengove, Anna Malezyk, Justin Beneke, 2013. "Internet Marketing: A Highly Practical Guide to Every Aspect of Internet Marketing", GetSmarter: the Creative Commons BY-NC 3.0. 4. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: strategy, implementation and practice, 7th. UK: Pearson
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Date:	Date:	Date:
Approved by the Dean	Checked by the Head of Study Program	Prepared by:
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