





**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA**  
**FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE**  
**BACHELOR'S DEGREE PROGRAMME IN BUSINESS ADMINISTRATION (S1)**

**DOCUMENT CODE**  
 Course  
 Description/BUSINESS  
 ADMINISTRATION  
 S1/152220592/2023

**COURSE DESCRIPTION**

Course	(MK)	CODE :	Course Cluster	CREDIT POINT		SEMESTER	Date of Preparation
Digital Marketing	(152220592)		Marketing	T = 2 (3,2 ECTS)	P = 0	Optional	January 25, 2023
AUTHORIZATION	<b>Developer Lecturer</b>		Head of Cluster		Head of Study Program		
	<b>Course Description</b>		 HUMAM SANTOSO UTOMO		 Drs. Indro Herry Mulyanto, M.Sc		
Learning Outcomes (LO)	(GLO-PRODI) assigned to the course						
	A1	Apply religious, national, bela negara, and professional ethics values independently and in a group setting.					
	GS1	Make accurate decisions in implementing programs, supervision, and evaluation in their field of expertise through the application of logical, critical, systematic, and innovative thinking.					
	K3	Apply relevant business knowledge and the functions and benefits of information technology in business operations.					
	SS2	Formulate solutions to business problems based on analytical and systematic approaches in problem-solving.					
<b>Course Learning Outcomes (CLO)</b>							

CLO1	Students are able to explain digital marketing fundamentally (P3, S1)			
CLO2	Students are able to explain the development of a digital marketing strategy (KU1)			
CLO3	Students are able to implement practical digital marketing (KK2)			
<b>Final capability of each learning stage (Sub-CLO)</b>				
Sub CLO 1	Students are able to understand the basic concepts and scope of digital marketing (CLO 1) (C2, A2, P2)			
Sub CLO 2	Students are able to explain online marketplace: micro environment (CLO 2) (C2, A3, P2)			
Sub CLO 3	Students are able to explain The online macro-environment (CLO 1) (C2, A3, P2)			
Sub CLO 4	Students are able to design digital marketing strategies (CLO 2) (C3, A3, P2)			
Sub CLO 5	Students are able to identify the impact of digital media and technology on the marketing mix (CLO 2.3) (C3, A4, P2)			
Sub CLO 6	Students are able to demonstrate Relationship marketing using a digital platform (CLO 3) (C3, A4, P2)			
Sub CLO 7	Students are able to describe online customer experience (CLO 1.3) (C2, A3, P3)			
Sub CLO 8	Students are able to plan content for digital media (CLO 2.3) (C2, A3, P2)			
Sub CLO9	Students are able to implement marketing communications using digital media channels (CLO 3) (C4, A3, P2)			
Sub CLO10	Students are able to evaluate digital media performance improvements (CLO 2.3) (C5, A4, P3)			
Sub CLO11	Students are able to practice digital marketing for B2C (business to customer) (CLO 2.3) (C6, A3, P3)			
Sub CLO12	Students are able to practice digital marketing on business-to-business (B2B) (CLO 2.3) (C4, A3, P3)			
<b>Correlation of GLO to Sub-CLO</b>				
<b>GLO</b>	<b>A1</b>	<b>GS1</b>	<b>K3</b>	<b>SS2</b>
Sub CLO 1	X		X	
Sub CLO 2		X		
Sub CLO 3	X		X	
Sub CLO 4		X		
Sub CLO 5		X		X

<b>Sub CLO 6</b>				X
<b>Sub CLO 7</b>	X		X	X
<b>Sub CLO 8</b>		X		X

<b>Sub CLO9</b>				X
<b>Sub CLO10</b>		X		X
<b>Sub-CLO11</b>		X		X
<b>Sub-CLO12</b>		X		X

<b>Description Of Course</b>	<p>This course is designed to introduce students to the basics of digital marketing and its applications in business administration. Students will learn about digital marketing strategies, tools and techniques that can be used to promote products and services effectively in the digital landscape. Through a combination of theoretical concepts and practical exercises, students will develop the skills necessary to create and execute successful digital marketing campaigns.</p> <p>Language of Introduction: Indonesian</p>
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<b>Material Study/Material Learning</b>	<ol style="list-style-type: none"> <li>1. Introduction – how have digital technologies transformed marketing?</li> <li>2. Definition-what are digital marketing and multichannel marketing?</li> <li>3. Introduction to digital marketing strategy</li> <li>4. Introduction to digital marketing communications</li> <li>5. Situation analysis for digital marketing</li> <li>6. The digital marketing environment'</li> <li>7. Understood customer journeys</li> <li>8. Customer choice and digital influence</li> <li>9. Online consumer behaviour and implications for marketing</li> <li>10. Business models for e-commerce</li> <li>11. The need for an integrated digital marketing strategy</li> <li>12. Setting goals and objectives for digital marketing</li> <li>13. Strategy formulation for digital marketing</li> <li>14. Customer lifecycle management</li> <li>15. Planning website design and redesign projects</li> <li>16. Designing the user experience</li> <li>17. Development and testing of content</li> <li>18. Online retail merchandising</li> <li>19. The characteristics of digital media</li> </ol>
<b>References</b>	<p><b>Main :</b></p> <ol style="list-style-type: none"> <li>1. Dave Chaffey, Fiona Ellis-Chadwick, 2022. Digital Marketing. Pearson: English.</li> <li>2. Nripendra P. Rana, 2020. Digital And Social Media Marketing: Emerging Applications And Theoretical Development. Springer: English.</li> <li>3. Ryan Deiss; Russ Henneberry, 2020. Digital Marketing For Dummies, 2nd Edition.</li> </ol> <p><b>Supporters:</b></p> <ol style="list-style-type: none"> <li>1. Milton Kotler, 2020. Marketing Strategy in the Digital Age: Applying Kotler's Strategies to Digital Marketing. World Scientific Publishing: Singapore.</li> </ol>
<b>Lecturer teacher</b>	HUMAM SANTOSO UTOMO and Keny Rahmawati

<b>Prerequisite courses</b>	Consumer Behaviour, Marketing Policy and Strategy, Marketing Management
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Week	Final capability of each learning stage (Sub-CLO)			Learning Forms, Learning Methods, Assignments Students, [ Estimated Time]		Learning Materials [Library] (Topics)	Assessment Weight (%)
		Indicator	Criteria & Form	offline	online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to understand the basic concepts and scope of digital marketing	1. Accuracy in explaining: Digital marketing	K = Rubric B = Participation B = Mid Exam B = Final Exam	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		- Introduction - how have digital technologies transformed marketing? - Definition-what are digital marketing and multichannel marketing? - Introduction to digital marketing strategy - Introduction to digital marketing communications	

2	Students are able to explain online marketplace: micro environment	1. Accuracy in explaining: Online marketplace analysis: micro-environment	K = Rubric B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		<ul style="list-style-type: none"> <li>- Situation analysis for digital marketing</li> <li>- The digital marketing environment' - Understanding customer journeys - Customer choice and digital influence</li> <li>- Online consumer behaviour and implications for marketing</li> <li>- competitors</li> <li>- Suppliers- New Channel structures</li> <li>- Business models for e-commerce</li> </ul>	
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3	Students are able to explain The online macro environment	1. Accuracy in explaining: The online macro environment	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively	<ul style="list-style-type: none"> <li>- The rate of environment change</li> <li>- Technological forces</li> <li>- Economic forces</li> <li>- Political Forces</li> <li>- Legal Forces</li> <li>- social forces</li> <li>- Culture forces</li> </ul>	
4	Students are able to design digital marketing strategies	1. Accuracy in explaining: Digital marketing strategy	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively	<ul style="list-style-type: none"> <li>- The need for an integrated digital marketing strategy -</li> <li>- How to structure a digital marketing strategy</li> <li>- Setting goals and objectives for digital marketing</li> <li>- Strategy formulation for digital marketing</li> <li>- Strategy implementation</li> </ul>	

5	Students are able to identify the impact of digital media and technology on the marketing mix	1. Accuracy in explaining: The impact of digital media and technology on the marketing mix	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		- Product - Price - place - Promotion- People, process and physical evidence	
6	Students are able to demonstrate Relationship marketing using digital platforms	1. Accuracy in explaining: Relationship marketing using digital platforms	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		- The challenge of customer engagement - Customer lifecycle management	

7	Students are able to describe online customer experience	1. Accuracy and mastery in understanding: Delivering the online customer experience	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		<ul style="list-style-type: none"> <li>- Structure of the chapters</li> <li>- Planning website design and redesign projects</li> <li>- Initiation of the website project - Defining site or application requirements</li> <li>- Designing the user experience</li> <li>- Development and testing of content</li> <li>- Online retail merchandising</li> <li>- Site promotion or traffic building</li> <li>- Service quality</li> </ul>	
8	Mid Exam						

9	Students are able to plan content for digital media	1. Accuracy and mastery in: Campaign planning for digital media	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		- The characteristics of digital media	
10	Students are able to plan content for digital media	1. Accuracy and mastery in: Campaign planning for digital media	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		<ul style="list-style-type: none"> <li>- Step 1. Goal setting and tracking for interactive marketing communications</li> <li>- Step 2. Campaign insights</li> <li>- Step 3. Segmentation and targeting</li> <li>- Step 4. Offer, message development and creative</li> <li>- Step 5. Budgeting and selecting the digital media mix - Step 6. Integration into</li> </ul>	

						overall media schedule or plan	
11	Students are able to implement marketing communications using media channels digital	1. Accuracy and mastery in understanding: Marketing communication using digital media channels	K = Rubric B = Task case B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		- Search engine marketing - Online public relations - Online partnerships including affiliate marketing - Interactive display advertising - Opt-in email marketing adv mobile text messaging - Social media and viral marketing - Offline promotion techniques.	

12	Students are able to evaluate the increased performance of digital media	1. Accuracy and mastery in understanding: Business-to-consumer digital marketing practice	K = Rubric B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		<ul style="list-style-type: none"> <li>- Performance management for digital channels - Customer experience and content management process</li> <li>- Responsibilities for customer experience and site management</li> </ul>	
13	Students are able to practice marketing digital for B2C (business to customer)	<ol style="list-style-type: none"> <li>1. The consumer perspective : online consumer behaviours</li> <li>2. The retail perspective : online retailing</li> <li>3. Implications for retail marketing strategy.</li> </ol>	K = Rubric B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		<ul style="list-style-type: none"> <li>- The consumer perspective : online consumer behaviors</li> <li>- The retail perspective : online retailing</li> <li>- Implications for retail marketing strategy.</li> </ul>	

14	Students are able to practice digital marketing on business-to-business (B2B)	1. Accuracy and mastery in explaining: Business-to-business digital marketing practice	K = Rubric B = Participation	BP = Activity Assignment structured PM = PM = case-based learning Discuss specific cases that are worked on collaboratively		<ul style="list-style-type: none"> <li>- Types of B2B organizational marketing and trading environments</li> <li>- Using digital marketing to support customer acquisition in B2B marketing</li> <li>- Options for online inter-organizational trading - How digital technologies can support B2B marketing</li> <li>- Digital marketing strategy.</li> </ul>	-
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15	Students are able to practice digital marketing on business-to-business (B2B)	1. Accuracy and mastery in explaining: Review material		K = Rubric B = Participation	BP = Activity Learning Process PM = Lecture PM = Task Gaps Information (Information-gap task)		- Material review
16	<b>FinalExam</b>						



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<b>Course:</b> DIGITAL MARKETING			
<b>Code:</b> 152220592	<b>Weight Credit Point (T/P):</b> 2 (3,2 ECTS)/0 <b>Semester : Optional</b>	<b>Course Cluster:</b> Marketing	<b>No:</b> <b>Date:</b>
<b>AUTHORIZATION</b> DRAFTING TEAM		<b>Head of Cluster:</b> HUMAM SANTOSO UTOMO	<b>Head of Study Program:</b> Drs. Indro Herry Mulyanto, M.Sc

Week (1)	Sub CLO (2)	Assessment form (Assessment) (%) (3)	Weight (%) (4)
	Sub CLO10 Students are able to evaluate digital media performance improvements (C5, A4, P3)	Cases task () Project Task() Task () Writing test () Presentation () Participation ()	
1	Sub CLO 1 Students are able to understand basic concepts and space digital marketing scope (C2, A2, P2)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	0 0 0 0 0 1
2	Sub CLO 2 Students are able to explain online marketplace: micro environment (C2, A3, P2)	Task Cases (0) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	0 0 0 0 0 1
3	Sub CLO 3 Students are able to explain The online macro environment (C2, A3, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	2 0 0 0 0 1

4	Sub CLO 4 Students are able to design digital marketing strategies (C3, A3, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	2 0 0 0 0 1
5	Sub CLO 5 Students are able to identify the impact of digital media and technology on the marketing mix (C3, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	2 0 0 0 0 1
6	Sub CLO 6 Students are able to demonstrate Relationship marketing using digital platforms (C3, A4, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	2 0 0 0 0 1
7	Sub CLO 7 Students are able to describe online customer experience (C2, A3, P3)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	2 0 0 0 0 1
<b>8</b>	<b>MID EXAM</b>	<b>WRITING TEST</b>	<b>35</b>
9,10	Sub CLO 8 Students are able to plan content for digital media (C2, A3, P2)	Case Tasks (2,2) Project Tasks (0,0) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (1,1)	4 0 0 0 0 2
11	Sub CLO9 Students are able to implement marketing communications using digital media channels (C4, A3, P2)	Case Tasks (2) Project Tasks (0) Tasks (0) Writing Test (0) Presentation (0) Participation (1)	2 0 0 0 0 1

12,13	Sub-CLO11 Students are able to practice digital marketing for B2C (business to customer) (C6, A3, P3)	Case Tasks (0,0) Project Tasks (0,0) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (1,1)	0 0 0 0 0 2
14,15	Sub-CLO12 Students are able to practice digital marketing on business-to-business (B2B) (C4, A3, P3)	Case Tasks (0,0) Project Tasks (0,0) Tasks (0,0) Writing Test (0,0) Presentation (0,0) Participation (1,1)	0 0 0 0 0 2
<b>16</b>	<b>FINAL EXAM</b>	<b>WRITING TEST</b>	<b>35</b>
<b>Total Assessment Weight</b>			<b>100%</b>



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**1st STUDENT ASSIGNMENT PLAN**

<b>Course</b>	<b>DIGITAL MARKETING</b>		
<b>Course code</b>	<b>152220592</b>	<b>Credits Point: 2 (3,2 ECTS)</b> <b>(2-0)</b>	<b>Semesters : Optional</b>
<b>Lecturer</b>	HUMAM SANTOSO UTOMO and Keny Rahmawati		
<b>Task Form</b>	Case Based Learning		
<b>Task Title</b>	Conducting Market Research (Identifying STP and Marketing Mix for Products to be made)		
<b>Sub CLO 5</b>	- Students are able to identify the impact of digital media and technology on the marketing mix		
<b>Task Description</b>	Students are able to make marketing plans consisting of STP, marketing mix, and digital marketing strategies obtained from market research in the field.		
<b>Garage Object</b>	Preparation of a Marketing Plan by Identifying STP, and Marketing Mix, and the digital marketing strategy to be used		
<b>Working Method Task</b>	<ol style="list-style-type: none"> <li>1. Students are divided into 5 groups, where each group consists of 6 students</li> <li>2. Each group must determine the product that will be the object of the digital marketing portfolio of each group</li> <li>3. Each group determines the STP, marketing mix, and digital marketing strategy for the selected product</li> </ol>		

**Outer Form and Format**

1. Product name
2. product vision and mission
3. reasons for choosing the product
4. market research results
5. STP analysis of selected products
6. Marketing Mix Analysis
7. Digital marketing strategy for selected products

**Indicators and Rating Weights**

Product ideas based on an analysis of existing problems in the surrounding environment: 20%

Product creativity is an original idea and acceptable in the market: 20%

STP Analysis Accuracy: 20%

Marketing Mix Analysis Accuracy: 20%

Digital marketing strategy analysis accuracy: 20%

**Implementation Schedule**

4th meeting

**Others:****References:**

Kotler, Philip., and Armstrong. G. 2016. Principles of Marketing. 16th Edition. Pearson Education. Inc.

Yogyakarta, 25 January 2023

HUMAM SANTOSO UTOMO



Keny Rahmawati



