LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	MKTC17
Subject Title	:	Creative Digital Marketing Communication
Subject Specification	:	For students in Marketing Communication Major

Subject Overview

Creative digital marketing communication covers the channels, media types, strategy, and practice of digital marketing communication in both for-profit and non-profit contexts. Referencing material from the main literature, students will learn various strategies and implementations of digital marketing and hone continuous creativity alongside strategies and understanding of target audiences.

Course Objectives :

By the end of this course, students are expected to

1. Understand the concept of digital marketing and communication (origin, function, and purpose)
2. Understand and identify digital media types and digital marketing channels
3. Develop a digital marketing strategy using a marketing planning model such as SOSTAC for profit as well as non-profit organizations
4. Understand the meaning and significance of creativity in digital marketing strategy and implementation

Course Method:

Interactive Lectures, Problem-solving Discussions, Case Based Learning, Small/Focus Group Discussions, Group Work and Class Presentation.

Learning Outcome (Competence):

Knowledge	: Able to understand and reiterate the process and development of strategic marketing communication on digital media and digital channels and the role of creativity in supporting strategic marketing communication.
Skill	: Able to strategize, plan, and execute a digital marketing campaign based on consumer, market, and competitor research and analysis findings.

Attitude : Demonstrate a sense of responsibility and integrity for their work in the field of marketing and communication sciences and show the ability to maintain curiosity and openness for dynamics in the field of marketing.

Course content :

Week	Topic
1	Introduction Creative Digital Marketing Communication (CDMC)
2	CDMC: Digital media types and creativity
3	CDMC: Digital marketing channels 1
4	CDMC: Digital marketing channels 2
5	Research: Situational analysis
6	CDMC Goals and Objectives
7	CDMC Strategy
8	Mid Examination
9	CDMC Strategy: STP, persona, creative theme 1
10	CDMC Strategy: STP, persona, creative theme 2
11	CDMC Planning and Implementation 1
12	CDMC Planning and Implementation 2
13	International Exam practice 1
14	International Exam practice 2
15	Review for International Exam
16	Final Examination

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction Creative Digital Marketing Communication (CDMC)	1. Introducing Creative DMC and explain its distinction from DMC:R&A 2. Learning about DMC in the context of for profit and non profit	1. Lecturer's presentation 2. Interactive Lectures
2	CDMC: Digital media types and creativity	1. Understanding about DMC in the context of integrating a variety of tools and platforms (digital media types). 2. Understanding of what is meant by "creative" in Creative DMC	1. Lecturer's presentation 2. Case Based Learning
3	CDMC: Digital marketing channels 1	1. Understanding about DMC in the context of integrating a variety of tools and platforms (digital media types and digital marketing channels). 2. Understanding of what is meant by "creative" in Creative DMC	1. Lecturer's presentation 2. Class discussion 3. CW1
4	CDMC: Digital marketing channels 2	1. Understanding about DMC in the context of integrating a variety of tools and platforms (digital media types and digital marketing channels) 2. CW1 presentation	1. Group presentation 2. Class discussion
5	Research: Situational analysis	1. Research and analysis of digital marketing campaigns by for-profit as well as non-profit organisations. 2. Identify problems and issues that can be solved by a DMC strategy (using	1. Lecturer presentation 2. Problem-solving discussion

		SOSTAC model) and campaign	
6	CDMC Goals and Objectives	1. Conduct baseline research and analysis using the situational analysis: What are the current media types and digital marketing channels, and how are they performing? 2. Identify CDMC goals of the brand/organization and formulate CDMC specific objectives of these goals	1. Interactive lecture 2. Case based learning
7	CDMC Strategy	1. Formulate CDMC Strategy statement based on goals, objectives, and findings in the situational analysis	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	Mid Term Test		
9	CDMC Strategy: STP, persona, creative theme 1	1. Understanding the DMC audience and audience research 2. Develop the persona for a camppaign based on STP, situational and problem analysis, objective .	1. Lecturer's presentation 2. Case based learning 3. Question and answer
10	CDMC Strategy: STP, persona, creative theme 2	1. Understanding the DMC audience and audience research 2. Develop the persona for a campaign based on STP, situational and problem analysis, objective	1. Lecturer's presentation 2. Class discussion 3. Question and answer
11	CDMC Planning and Implementation 1	1. Developing the creative theme and creative idea of CDMC campaign as part of the strategy	1. Lecturer's presentation 2. Class discussion 3. Group work

		2. Apply the approved creative idea and creative direction on the digital marketing channels/platforms and tools as determined in the strategy 3. Planning of CDMC campaign implementation, including content distribution and promotion 4. CDMC campaign assessment and analysis 5. CDMC campaign planning: recommendations and next steps	
12	CDMC Planning and Implementation 1	1. Developing the creative theme and creative idea of CDMC campaign as part of the strategy 2. Apply the approved creative idea and creative direction on the digital marketing channels/platforms and tools as determined in the strategy 3. Planning of CDMC campaign implementation, including content distribution and promotion 4. CDMC campaign assessment and analysis 5. CDMC campaign planning: recommendations and next steps	1. Lecturer's presentation 2. Class discussion 3. Group work
13	International Exam practice 1	Group presentation and feedback	
14	International Exam Practice 2	Group presentation and feedback	
15	Review for International Exam		1. Lecturer's presentation 2. Class discussion 3. Question and answer
16	Final Examination		

Midterm Paper Guideline:
Paper & Presentation Examination

Final Paper Guideline:
Group Project or Group Presentation & QA Session/ International Exam

References :

1. Chaffey, D., & Ellis-Chadwick, F. (2019): Digital marketing: Strategy, implementation and practice. Pearson.
2. Ryan, D. (2021): Understanding digital marketing: A complete guide to engaging customers and implementing successful digital campaigns. Kogan Page Publishers.
3. https://www.smartinsights.com/digital-marketing-strategy/sostac-plan-example/
4. https://wearesocial.com/uk/blog/2024/01/digital-2024/
5. https://www.mmaglobal.com/smarties/awards/programs/indonesia/categories
6. https://moz.com/beginners-guide-to-content-marketing/analysis-reporting?_gl=1*11yq0nh*_up*MQ..*_ga*NDI5NjU4NjQ1LjE3MTQyODgzNjA.*_ga_QLCPR2NDVP*MTcxNDMxMjkzMC4zLjAuMTcxNDMxMjkzMC4wLjAuMA..*_ga_DS7K9Q3S5W*MTcxNDMxMjkzMS4zLjAuMTcxNDMxMjkzMS4wLjAuMA..

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