LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	MKTC22
Subject Title	**:**	Digital Marketing Communication: Research & Analysis
Subject Specification	**:**	For students in Marketing Communication Major

Subject Overview **:** Subject Digital Marketing Communication is one of the courses in concentration of Marketing Communication which studies concept and practice based on research and analysis in the modern business context. Students will study various digital marketing communication strategies of many brands, including its integration with offline approach. The course will be referring to primary, supporting books and novelty journal articles

Course Objectives **:**

1. The students will understand the concept of digital marketing communication
2. The students will recognize integrated digital marketing communication strategy
3. The students will have knowledge of integrated digital marketing communication plan
4. The students will have knowledge of digital marketing communication performance measurement
5. The students will improve their creativity skills to create digital marketing communication contents
6. The students will understand e-commerce and integration between online-offline
7. The students will have analytical thinking of digital study cases

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) **:**

Knowledge	: Able to explain basic concept of digital marketing communication as well as online and offline integration
Skill	: Able to apply Analytical thinking, Creativity & Designing, Presentation Skill, Teamwork, Listening
Attitude	: Able to apply politeness, conscientious and sociable behavior and uphold openness and be able to accept criticism and suggestions.

Course content **:**

Week	Topic
1	Fundamental of Digital Marketing Communication 1
2	Fundamental of Digital Marketing Communication 2
3	360-degree Campaign with SOSTAC 1
4	360-degree Campaign with SOSTAC 1
5	DMC Strategy: SEM & Website
6	DMC Strategy: Blog & Email Marketing
7	DMC Strategy: Affiliate Marketing & E-commerce
8	Mid Examination
9	DMC Strategy: Digital Advertising (Paid) & PR (Earned)
10	DMC Strategy: Digital PR (Earned) & Podcast (Owned)
11	DMC Strategy: Creative contents (Owned)
12	DMC Strategy: Influencer Marketing & Social networking
13	DMC Strategy: Chat room & Community involvement
14	Digital and traditional marketing communication integration
15	Review for final test
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%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Fundamental of Digital Marketing Communication 1	a. Explanation of RPS "Digital Marketing Communication" for 1 semester and outcomes of related courses b. Able to read current Indonesia digital research result c. Able to find digital marketing communication research result from many sources and its analysis	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
2	Fundamental of Digital Marketing Communication 2	a Able to understand the usage of digital research result to a brand b Able to understand managing digital marketing interaction and key communication concept c Able to explain online communication techniques and PESO concept	1. Lecturer's presentation 2. Class discussion 3. Question and answer
3	SOSTAC: 360-degree Campaign 1	a SOSTAC – Able to understand and explain the abbreviation of SOSTAC and its definitions b Able to make a situation analysis of a brand, consist of: customer insight, competitor, SWOT, current brand position and its digital communication problem c Able to make a SMART Objective of brand based on situation analysis	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning 4. Problem Based Learning
4	SOSTAC: 360-degree Campaign 2	d Able to understand and explain the digital marketing communication strategy of a brand and integration with offline efforts e Able to understand and explain the digital marketing communication tactics and	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning 4. Problem Based Learning

		action of a brand as the details of strategy f Able to understand P-E-S-O media convergence g Able to understand the function of Control in SOSTAC and determination of a campaign's KPI	
5	DMC Strategy: SEM & Website	a. Definition, Purpose and Importance of Search Engine Marketing of a brand as one of digital marketing communication strategy b. Definition, Purpose and Importance of Web Marketing of a brand as one of digital marketing communication strategy and to improve the SEM effort	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	DMC Strategy: Blog & Email Marketing	a. Definition, Purpose and Importance of Blog as one of digital marketing communication strategy and to improve the SEM effort b. Definition, Purpose and Importance of Email Marketing of a brand as one of effective digital marketing communication strategy and as part of CRM	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	DMC Strategy: E-commerce & Affiliate marketing and Materials Review Before Mid Exam	a. Definition, Purpose and Importance of E-Commerce as one of digital marketing communication strategy b. Definition, Purpose and Importance of Affiliate Marketing of a brand as one of digital marketing communication strategy and part of B2C2C channel	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	**Mid Term Test**		
9	DMC Strategy: Digital Advertising	a. Definition, Purpose and Importance of Digital Advertising as one of digital	1. Lecturer's presentation 2. Class discussion

		marketing communication strategy and channel b. Understanding medium can be used in digital advertising and effective targeting	3. Question and answer 4. Case study
10	DMC Strategy: Digital PR & Podcast//Vodcast	a. Definition, Purpose and Importance of Digital PR as one of digital marketing communication strategy and channel b. Definition, Purpose and Importance of Podcast / Vodcast as a new digital marketing communication channel for a brand	1. Lecturer's presentation 2. Class discussion 3. Question and answer
11	DMC Strategy: Creative contents	a. Students are able to identify trending contents, updated with the changes and the impact of contents to the target audience b. Students are able to understand, apply and creating creative contents in each digital platform, valuable to the target audience and effectively communicates the brand message	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	DMC Strategy: Influencer Marketing & Social Networking	a. Students are able to identify and consider right influencers for the brand and how they communicates the brand message to their followers b. Students are able to understand, apply and consider the specific social networking strategies and activities employed within a brand marketing communication plan to engage audience.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	DMC Strategy: Chat room & Community involvement	a. Definition, Purpose and Importance of Chat room platforms as one of digital marketing communication and CRM strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		b. Students are able to identify and consider the importance of community involvement for a brand and as an effective interaction channel for the brand	
14	Digital and Traditional Marketing Communication Integration	a. Students are able to explain and apply the brand integration between digital and traditional marketing communication b. Students are able to explain and apply the brand's 360-degree marketing communication campaign	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Group presentation
15	Materials Review Before Final Exam		1. Lecturer's presentation 2. Class discussion 3. Question and answer
16	**Final Examination**		

Midterm Paper Guideline : Take Home Examination

Final Paper Guideline : Group Project or Group Presentation & QA Session

References :

1. *Internet Marketing: Integrating Online & Offline Strategies***,** Roberts & Zahay (2013) 3rd edition
2. *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing,* Dave Chaffey & PR Smith (2017), 5th ed
3. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Simon Kingsnorth (2016) Kogan Page
4. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation,* Damian Ryan (2017) 4th Edition
5. *Digital marketing.* Chaffey, D., & Ellis-Chadwick, F. (2019). Pearson UK.
6. *Understanding digital marketing: marketing strategies for engaging the digital generation,* Ryan, D., & Jones, C. (2018). Kogan Page Publishers.
7. *Digital Influence: Unleash The Power of Influence Marketing to Accelerate Your Global Business,* Joel Backaler (2018), Palgrave-Macmillan
8. *Digital Marketing: Concepts & Aspects*, Sandeep Ponde & Arjita Jain (2019), International Journal of Advanced Research (IJAR)
9. *Digital Marketing: A Practical Approach*, Alan Charlesworth (2018), Routledge, 3rd Ed

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