LSPR Institute of Communication & Business Institute

Subject Syllabus

Subject Code : MC05

Subject Title : Management Marketing: Serach Engine Marketing

Subject Specification : For students in Marketing Communication Major

Subject Overview : This course provides an overview of strategic and operational marketing concepts. This marketing concept includes understanding marketing management, capturing the market, enhancing relationships with consumers, building strong brands, creating value, conveying value, communicating value , the role of search engine marketing and carrying out responsible marketing. This course is equipped with cases from successful companies so that students are able to analyze and evaluate cases.

Course Objectives :

1. Know and understand the importance of marketing management;
2. Able to create and develop marketing plans.
3. Able to analyze and evaluate marketing plans.

Course Method : interactive lectures, problem-solving discussions, case studies , class presentation and guest lectures.

Learning Outcome (Competence) :

- Knowledge : Know and understanding how apply the concept of marketing magement
- Skill : analytical, writing skills, presentation skill, teamwork
- Attitude : Be able to presentation marketing plans

Course content :

Week	Topic
1	Understanding Marketing Management
2	Developing Marketing Strategies & Plans
3	The Marketing Environment
4	Marketing Strategies
5	Building Strong Brand
6	Product Quality
7	Review
8	**Mid Term Examination**

9	Designing and Managing Service
10	Pricing & Channel of Distribution
11	Marketing Communication
12	Digital and Social Media Marketing
13	Search Engine Marketing
14	Develop Search Engine Marketing Program
15	Review
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	Understanding Marketing Management	a. The Value & Scope of Marketing b. The Core Marketing Concepts c. The New Marketing Realities	1. Lecturer's presentation 2. Question and answer

2	Developing Marketing Strategies & Plans	a Marketing and Customer Value b Corporate and Division Strategic Planning c The Nature & Content of a Marketing Plan	1. Lecturer's presentation 2. Question and answer
3	The Marketing Environment	a Marketing Intelligence b Analyzing the Macroenvironment c Competitive Environment d Internal Environment e SWOT Analysis	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. CW1
4	Marketing Strategies	a. Segmentation b. Target Marketing c. Positioning Strategy	1. Lecturer's presentation 2. Question and answer
5	Building Strong Brand	a. The Role of Brand b. The Scope of Branding c. Brand Equity Managing Brand Equity	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. CW 2
6	Product Quality	a Product Characteristic & Classification b Product Differentiation c Packaging, Labeling, Warranties, & Guarantees d Product & Brand Relationships	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Review	Review For Mid Test	1. Lecturer's presentation 2. Question and answer 3. Presentasi Case Study
8	**Mid Term Test**		
9	Designing and Managing Service	a The Nature of Service b Marketing Excellence in Service Managing Service Quality	1. Lecturer's presentation 2. Class discussion 3. Question and answer

10	Pricing & Channels of Distribution	a. Understanding Pricing b. Consumer Psychology & Pricing & Setting the Price c. The Role of Marketing Channels Channel Design Decisions	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Marketing Communication (Promotion)	a. The Role of Marketing Communication b. Marketing Communication Mix Developing Effective Communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. CW3
12	Digital and Social Media Marketing	a. Digital Marketing b. E Commerce c. Mobile Marketing d. Digital Strategies e. Web Advertising f. Social Media Marketing g. Social Media Marketing Strategies	1. Lecturer's presentation 2. Class discussion 3. Question and answer
13	Search Engine Marketing	a. Understanding SEM b. Benefit SEM c. How Search Engine Marketing Works	1. Lecturer's presentation 2. Class discussi 3. Question and answer
14	Develop Search Engine Marketing Program	a Identity Web Site's Goals b Measure SEM success	1. Guest Lecturer 2. Question and answer 3. Case Study
15	Review	Review For Final Test	
16	**Final Examination**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

Development of Marketing Plan of a product/service

Outline of Marketing Plan
I. Executive Summary
II. Company Description

III. Product or Service Description
IV. Situation Analysis
V. Marketing Goals and Objectives
VI. Marketing Strategy (focus on SEM)
VII. Marketing Tactics (focus on SEM)
VII. Analysis & Recommendation
VIII. Conclusion

References :

Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications*. 9th ed. London: Pearson Education.

Kotler, Philip and Kevin Lane Keller. (2016)*, Marketing Management, 15th ed.* Upper Saddle River, N.J.: Pearson Education, Inc.

Moran, Mike and Hunt, Bill. (2009), Serch Engine Marketing, Inc. : Driving Search Traffic to Your Company's Web Site. 2nd ed. Boston: Pearson Education, Inc

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