Faculty of Business
Management Study Program

Major of Digital Business Management

Subject Code : DBM03

Subject Title : Digital Marketing

Subject Specification :

Subject Overview : The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to understand the online presence and improve its use of the internet in a company.

Course Objectives :

1. Give Students a theoretical understanding of internet marketplace that is necessary to adapt to its many changes
2. Equipping students with the skills that Students need to perform vital daily functions
3. Understand how online presence works in a company and improve the use of internet in company

Course Method : Lecturing, Group/Class Discussion and case study

Learning Outcome (Competence) :

- Knowledge : Know how to carry out the strategic of Digital Marketing
- Skill : Equipping students with the needs of Digital Marketing to perform vital daily functions
- Attitude : discipline, creative and cooperative

Course content :

Week	Topic
1	Introduction: Definitions & Concepts
2	Digital Marketing Foundations

3	Analytics (1)
4	Analytics (2)
5	On-site SEO (1)
6	Off-site SEO
7	Review for mid test
Mid Examination	
8	Paid Search Marketing
9	**Experts Session**
10	Display Advertising
11	Email Marketing
12	Social Media I
13	Social Media II
14	Review for final test
Final Examination	

Grading System :

Course Evaluation :

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate program is **50 and above.** 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

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	Introduction	Definitions & Concepts	Discussion
II	Digital Marketing Foundations	1. Technical terms 2. Successful Websites	Lecturing
III	Analytics (1)	1. How Analytics Works 2. Metrics	Lecturing, Group discussion
IV	Analytics (2)	3. Key performance indicators 4. Making better decisions with analytics	Lecturing, Class discussion
V	On-site SEO	1. Maximizing relevance 2. Choosing Target Search Phrases 3. Creating high-quality Webpages	Lecturing, class discussion
VI	Off-site SEO	1. Links 2. Link Building 3. Content Marketing	Lecturing, Group Discussion
VII	Online Session	Review for Mid Test	
Midtest			
VIII	Paid Search Marketing	1. Paid search advertising explained 2. Choosing search targets 3. Buying Ad Space (+ Analyzing Results)	Lecturing, Group Discussion
IX	Experts Session	Experts Session	Lecturing
X	Display Advertising	1. Understanding Display Networks 2. Targeting the right audience	Lecturing, Class Discussion

		3. Optimizing banner ads	
XI	Email Marketing	1. Email List Capture/Email Content 2. Measuring Success 3. Customer Relationship Management	Lecturing, Class Discussion
XII	Social Media I	1. Social Media Activities 2. Choosing Social Media Platforms 3. Social Media Content 4. Distribute and Promote Content 5. Measuring Access	Lecturing, Group Discussion
XIII	Social Media II	1. Facebook 2. Twitter 3. YouTube 4. Linkedin 5. Instagram	Group Discussion
XIV	Online Session	Review for Final Test	
Finaltest			

Midterm Paper Guideline **:** Written test (Short Answer + essay)

Final Paper Guideline **:** Group Paper

References **: Book, Journal, Case study last 5 year.**

1. Digital Marketing Essentials by Larson & Draper, May 2020
2. The Big book of Digital Marketing by Digital Firefly Marketing
3. 50 Shades of Digital Marketing first Edition, 2013
4. Understanding Digital Marketing fourth Edition by Damian Ryan & Calvin Jonese

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