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INDONESIA

**CEP-CCIT**

FAKULTAS TEKNIK

FAKULTAS TEKNIK UNIVERSITAS INDONESIA  
CONTINUING EDUCATION PROGRAM  
CENTER FOR COMPUTING AND INFORMATION TECHNOLOGY

## E. Program Teknologi Informasi *Digital Marketing* (TI DM)

### Overview

Digital marketing refers to promoting products, services, or brands through digital channels: search engines, social media, email, mobile apps, websites, and more. It is a vast and ever-evolving field that encompasses marketing techniques and strategies. Digital marketing aims to reach out to and interact with specific audiences via various digital platforms, resulting in conversions and revenue for companies and Student are required to use variety tools of digital marketing to improve new concept marketing in today's digital era.

### Exit Profile of DM Curriculum

After completing all modules, the students should be able to:

- Comprehensive understanding of digital marketing ideas and tools: This involves a thorough grasp of Concept Marketing, Tools Digital Marketing Such as Search Engine Optimization (SEO), Google Ads , PPC advertising, social media marketing, email marketing, and content marketing.
- create and implement effective digital marketing campaigns: You should be able to develop marketing strategies that match company goals, produce compelling content, compare budget efficiency about marketing strategies tools and use analytics tools to evaluate campaign efficacy.
- Students should be acquainted with popular digital marketing platforms and software.
- Convey ideas and strategies effectively, work cooperatively with team members, and provide clear and succinct reports on the efficacy of digital marketing initiatives.
- Understanding of emerging digital marketing trends and technologies: Student should be informed of emerging digital marketing trends and technologies such as artificial intelligence, chatbots, and voice search and be able to employ this information to develop novel marketing strategies.
- Students are expected to be able to compete in the midst of the current digital technology era



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## Curriculum Contents

### Semester 1

Modules	Credits	
	Theory	Practical
Introduction to Information Technology	3	1
Algorithm and Data Structure	3	1
Relational Database Design	2	0
Implementing Database Design on MySQL Server	3	1
Tools and Technique for Analyzing Data	3	0
Operating System	2	0
Information Systems Architecture and Technology	2	0
<b>Total Credits</b>	<b>18</b>	<b>3</b>

### Semester 2

Modules	Credits	
	Theory	Practical
Marketing Concept (Traditional Marketing and Digital Marketing)	3	1
Fundamentals of Customer	3	0
Marketing Psyschology	3	0
Law and Cyber Ethics	3	0
Marketing Analytics	3	0
Social Media Management	3	1
Digital Marketing Project 1	3	1
<b>Total Credits</b>	<b>21</b>	<b>3</b>



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### Semester 3

Modules	Credits	
	Theory	Practical
Fundamental of Advertising	3	0
Video and Photography Advertising	3	1
Design for Digital Creative	3	1
E-Commerce	3	1
Customer Relationship Management	3	0
Digital Marketing Project 2	3	1
<b>Total Credits</b>	<b>18</b>	<b>4</b>

### Semester 4

Modules	Credits	
	Theory	Practical
Portfolio preparation	2	0
Production Management	2	0
Creative Business	2	0
Internship	0	6
Project Report	0	2
Digital marketing expo	0	2
<b>Total Credits</b>	<b>0</b>	<b>12</b>

