



UNIVERSITAS
INDONESIA

CEP-CCIT

FAKULTAS TEKNIK

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

SURAT KEPUTUSAN
DIREKTUR / KEPALA UKK PPM CEP - CCIT FAKULTAS TEKNIK UNIVERSITAS INDONESIA
NOMOR : 19 TAHUN 2025

TENTANG :
KURIKULUM CEP-CCIT FTUI TAHUN 2025
PROGRAM TEKNOLOGI INFORMASI (TI) DAN CREATIVE MULTIMEDIA (CM)

- Menimbang :**
1. Telah dilaksanakan kegiatan *workshop*, diskusi, dan evaluasi secara berkala untuk melakukan perbaikan terhadap kurikulum pembelajaran program profesional;
 2. CEP-CCIT FTUI perlu menetapkan kurikulum yang akan dipergunakan sebagai acuan penyelenggaraan pendidikan program profesional hingga peserta program lulus atau habis masa studi.
- Mengingat :**
1. Surat Keputusan Dekan Fakultas Teknik Universitas Indonesia Nomor: 653/D/SK/FTUI/X/2003 tanggal 1 Oktober 2003 perihal Pembentukan Pusat Komputasi dan Teknologi Informasi (Center for Computing & Information Technology) Fakultas Teknik Universitas Indonesia;
 2. Surat Keputusan Rektor Universitas Indonesia Nomor: 1369/ SK/R/UI/2009 tanggal 17 November 2009 perihal Penetapan Nama Unit Usaha di lingkungan Universitas Indonesia;
 3. Surat Keputusan Rektor Universitas Indonesia Nomor: 1020/SK/R/UI/2018 tanggal 27 April 2018 perihal Alih Bentuk *Continuing Education Program – Center for Computing and Information Technology* Fakultas Teknik Universitas Indonesia sebagai Unit Kerja Khusus Pelayanan dan Pengabdian Masyarakat Universitas Indonesia;
 4. Peraturan Rektor UI Nomor : 25 Tahun 2019 tentang UKK PPM Universitas Indonesia;
 5. Surat Keputusan Dekan Fakultas Teknik Universitas Indonesia Nomor: 265/D/SK/FTUI/II/2022 tanggal 7 Februari 2022 perihal Pengangkatan Kepala *Continuing Education Program – Center for Computing and Information Technology* Fakultas Teknik Universitas Indonesia.

MEMUTUSKAN :

- Menetapkan :** KURIKULUM CEP-CCIT FTUI TAHUN 2025 PROGRAM TEKNOLOGI INFORMASI (TI) DAN CREATIVE MULTIMEDIA (CM).
- KESATU :** Program Teknologi Informasi (TI) program ini 5 peminatan sebagai berikut:
- a. *Full Stack Developer (FSD)*
 - b. *Internet-based System Automation (ISA)*
 - c. *Cyber Security (CS)*
 - d. *Artificial Intelligence and Data Analytics (AIDA)*
 - e. *Digital Marketing (DM)*
- KEDUA :** Program *Creative Multimedia (CM)* program ini memiliki 2 peminatan yaitu *Multimedia Design (MD)* dan *Animation (AN)*.

Surat Keputusan ini akan ditinjau dan diperbaiki kembali seperlunya, bila di kemudian hari terdapat kekeliruan dalam keputusan ini.

Ditetapkan di : Depok
Pada Tanggal : 20 Agustus 2025
Direktur (Kepala UKK PPM),



Prof. Dr. Muhammad Suryanegara. S.T., M.Sc., IPU
NIP 198105142012121001



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

Target Students

The course designed for students who have the desire to work in digital marketing or social media.

Prerequisites

Student should be able to interact in an English Classroom Environment

Entry Profile

- Student at least having a high school graduate certificate
- Student should already comfortable using the any OS smartphone, internet, Microsoft Windows / Linux Operating System PC
- Knowledge of marketing would be an advantage

Curriculum Contents

Semester 1

Modules	Credits		Exit Profile
	Theory	Practical	
Introduction to Information Technology	3	1	<p>After completing this course, the students will be able to:</p> <ul style="list-style-type: none"> • Identify application areas of IT • Explore various components of a computer • Explore the Windows Operating System • Work effectively on the computer • Explore the usage of Internet • Troubleshoot PC and its peripherals • Classify network architecture and topologies • Identify resources used to connect a network • Secure your system and mobile devices • Use the Microsoft Office Application Suite including Word, Excel, PowerPoint, and Outlook
Algorithm and Data Structure	3	1	<p>After completing this module, the student will be able to:</p> <ul style="list-style-type: none"> • Identify the input and output requirements of a computer problem • Explain programs and programming languages • Identify the various tools for problem solving • Solve problems using flowcharts • Represent decisions and repetitive processes in a flowchart • Solve problems using a pseudocode • Use variables and constants • Identify data types • Identify operators • Perform the conditional execution • Implement iterative processes • Implement modular programming • Work with arrays • Manipulate arrays using loops
Relational Database Design	2	0	<p>After completing this module, the student will be able to:</p> <ul style="list-style-type: none"> • Understand how to design a relational database • Create an entity-relationship model • Map an entity-relationship diagram to tables • Normalize and denormalize data in tables • Apply the ER / Normalization while designing a database
Implementing Database Design on MySQL Server	3	1	<p>After completing this module, the student should be able to:</p> <ul style="list-style-type: none"> • Query data from tables • Manage and manipulate databases • Implement stored procedures, triggers and functions • Implement triggers and transactions • Map an entity-relationship diagram to tables • Normalize and denormalize data in tables

Tools and Technique for Analyzing Data	3	0	<p>After completing this course, the students will be able to:</p> <ul style="list-style-type: none"> • Process data from business transactions • Summarize data • Analyze data for decision making • Exchange data between various sources • Analyze and present complex data • Collaborate with other users • Automate the business operations
Operating System	2	0	<p>After completing this module, the student will be able to:</p> <ul style="list-style-type: none"> • Understand what is an operating system and the role it plays • Have a high level understanding of the structure of operating systems, applications, and the relationship between them • Explain some knowledge of the services provided by operating systems • Explore some details of major OS concepts
Information Systems Architecture and Technology	2	0	<p>After completing this module, the student will be able to:</p> <ul style="list-style-type: none"> • Understanding the analysis and design of an information system architecture • Understanding of methodological due to process and best practice for ISA development; • Understanding of the challenges and critical success factors of ISA development. • Understand the individual architectural component and the relations
Total Credits	18	3	Output of Semester 1 : Database Developer or Junior Analysts

Semester 2

Modules	Credits		Exit Profile
	Theory	Practical	
Marketing Concept (Traditional Marketing and Digital Marketing)	3	1	<p>Marketing is a broad subject that includes a variety of strategies and tactics for promoting goods, services, or ideas to a specific population. Traditional marketing reaches prospective consumers through traditional media outlets such as television, radio, and print. These platforms have been around for decades and have long been a part of marketing efforts. Creating an excellent online presence through social media and other digital channels, optimizing websites for search engines, using email marketing to nurture leads and build relationships with customers, and using data and analytics to track and measure the effectiveness of marketing campaigns are all examples of digital marketing ideas.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Basic marketing skills • Marketing Environment, • Fundamental Marketing Concept between Traditional & Digital , • Digital Marketing Strategy • Digital Media and Technology (ICT) on the Marketing Mix • Marketing issues and answers

Fundamentals of Customer	3	0	<p>Today's marketing necessitates outstanding service through developing of Consumer Behaviour research. Service is one of the essential aspects of marketing a product, as excellent service leads to consumer satisfaction and loyalty to maintain customer retention .</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Fundamentals of Customer, • A Framework for Customer Analysis, • Customer Satisfaction definition & Affecting factors, • Customer Value, Satisfaction, Trust and Retention for Successful Relationship • Customer Behaviour in the Age of new Era
Marketing Psychology	3	0	<p>The purpose of psychology marketing study is to make a successful marketing goals to increase profitabillity through integrate psychology study and customer behaviour such as when a customer buying a product from emotional motives (price, convenience, value, etc) to psychological tendencies that form the basis of the purchasing decision making.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Concept of Psychology marketing • Concept of Psychology marketing and Customer behaviour • Affecting factors purchasing decision making • Consumer Behaviour Research models • An explanation of business psychology • Psychology products, price & advertising.
Law and Cyber Ethics	3	0	<p>Many breaches of business ethics and profession that related to Information system have occured in the e-commerce business paradigm through fraudulent marketing activities on the Internet. Students will learn about the constraints of participating in digital marketing efforts and how to surmount them and student will learn how to prevent misuse of information systems in the presence of Cyber Crime</p> <p>The material includes:</p> <ul style="list-style-type: none"> • Professional ethics • Ethics & Information system security • An explanation of law and cyber in general • Case studies for legal and cyber principles • Various types of cybercrime categorization.

Marketing Analytics	3	0	<p>According to Marketing Evolution, marketing analytics is the control and analysis data measures process to determine program analytics marketing planning through Key Performance Indicator in business organization, optimize advertising from social media, new experiences platforms and projection-based mobile reach will culminate in marketing analytics strategies that can be applied to real business problems or meet the ongoing need of organizations to leverage data to reach consumers in today's Era. including marketing return on investment (ROI).</p> <p>The material includes:</p> <ul style="list-style-type: none"> • a general explanation of marketing analytics approach • a marketing analytics component such as Segmenting, Targeting, positioning and forecasting. • The Marketing mix • The Digital, Online Revolution in marketing.
Social Media Management	3	1	<p>The Social Media Management training teaches the fundamentals of social media advertising and the platforms to learn as a business owner and an industrial worker. The learning goals are to understand the different kinds of advertising and their uses, the do's and don'ts of advertising, content, and how to apply it in the business world.</p> <p>Material includes:</p> <ul style="list-style-type: none"> • An explanation concept of social media advertising • an explanation of the various social media platforms that can disseminate ads. • How to build a strong brand • Using Influencer to boost profitability
Digital Marketing Project 1	3	1	<p>Students employ digital marketing to MSME (Micro, Small and Medium Enterprises) goods in case studies with MSMEs. Each gathering provides an update on the progress of digital marketing execution. Brand recognition and higher sales volume are examples of accomplishments. Students will make presentations at Midterm Exams and Final Exams. The event is open to the student's parents and visitors</p>
Total Credits	21	3	Output of Semester 2 : Junior Marketer

Semester 3

Modules	Credits		Exit Profile
	Theory	Practical	
Fundamental of Advertising	3	0	<p>Advertising for marketing reasons is changing in the digital age, where used on digital networks increasingly. Students will learn about various advertising principles, key component emerging trends, and their impact on digital marketing in a diverse world.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Basic understanding and type of Advertising • Advertising Roles with the customers • Developing strategic insights, build brand positioning and make it happen in relevant and effective advertising in a diverse world. • Understanding the stages of advertising media including how media advertisements are planned, published, and evaluated. • Creative Thinking • Development of graphic ideas, photos, videos, and copywriting.
Video and Photography Advertising	3	1	<p>Photography and looks are crucial in internet marketing. Students will exercise creative artistic sensibility in photos to merge them into an appealing execution with design for digital creativity. Throughout the process, students grasp the concepts learned in the first semester so that innovative execution can serve as a potent digital marketing tool.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Understand basic knowledge about photography and videography related to advertising • understand the principles of exposure, depth of field, speed, tonalities, lighting, framing and composition and are able to apply them to photographic works. • understand the aesthetic role of video and photography in relation to the world of digital marketing.
Design for Digital Creative	3	1	<p>Students will learn the principles, methods, and strategies for creating graphic communication patterns that can improve advertising in digital marketing and student will learn about software that use for design digital creative such as Adobe Photoshop, Adobe illustrator, etc. Students are expected to be able to create creative designs that are valuable for marketing purposes in the current digital era.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • technical and artistic abilities software in creative implementation • developing interactive graphic communication strategy ideas. • Learn about software design digital creative.

E-Commerce	3	1	<p>E-commerce is the buying and selling of goods and services over the internet. E-commerce can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. Almost anything can be purchased through e-commerce today.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Introduction of E-Commerce Business Models & Concepts • Knowledge of different digital marketing tools to promote digital media campaigns • E-Commerce security and payment systems • Creating a digital advertising marketing approach that includes paid advertising. • B2B E-Commerce : Supply chain management and collaborative commerce
Customer Relationship Management	3	0	<p>CRM is an instrument for managing customer connections and can assist businesses in ensuring continuity in sales, customer support, and marketing . Companies can tailor their offerings and marketing campaigns to meet consumers' goals by knowing their requirements and tastes. The result is increased loyalty and retention.</p> <p>Students may learn about the significance of data administration and research in Customer Relationship Manager for investigating customer requirements and behaviour. Companies can gain insights into customer behaviour and tastes by gathering and evaluating customer-related databases, which can influence marketing strategies, enhance customer service and maintain customer journey and the final result is to build CRM project implementation process in the company.</p> <p>The following materials:</p> <ul style="list-style-type: none"> • Introduction of CRM Business Models & Concepts • Maintain and evaluating Customer Related Databases • Introduction Customer Portofolio Management • Introduction Customer Value Added • Introduction Customer Experience Management & Customer Journey management
Digital Marketing Project 2	3	1	<p>Students employ digital marketing project 2 to MSME (Micro, Small and Medium Enterprises) goods in case studies with implementing digital marketing to the next level process such as implication of SEO, SEM, Google adsense blogging, build mobile marketing, product marketing implementation in Social, process BPOM certification, other tools digital marketing and final result is to build project used Digital Marketing Tools. Each gathering provides an update on the progress of digital marketing execution. Brand recognition and higher sales volume are examples of accomplishments. Students will make presentations at Midterm Exams and Final Exams. The event is open to the student's parents and visitors</p>
Total Credits	18	4	Output of Semester 3 : Social Media Specialist

Semester 4

Modules	Credits		Exit Profile
	Theory	Practical	
Portfolio preparation	2	0	<p>Portfolio preparation is designed to ensure that students possess the necessary skills and knowledge to succeed in the digital marketing industry upon graduation from this program.</p> <ul style="list-style-type: none"> • Students will master various digital marketing skills, including but not limited to SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), and content marketing. • Students will be able to develop a digital portfolio that includes various projects, campaigns, and promotional materials relevant to the current industry standards. • Students will demonstrate creative and innovative abilities in designing digital marketing strategies and engaging content for various digital platforms. • Students will be prepared to enter the workforce in the digital marketing industry with a strong portfolio and in-depth knowledge of the latest strategies and practices in digital marketing.
Production Management	2	0	<p>Production management is designed to ensure that students possess the necessary skills and knowledge to manage and produce high-quality digital marketing projects efficiently and effectively upon graduation from this program.</p> <ul style="list-style-type: none"> • Students will master project management principles and techniques, including planning, execution, monitoring, and closing of digital marketing projects. • Students will be able to effectively allocate and manage resources, including time, budget, and personnel, to ensure the successful completion of digital marketing projects. • Students will demonstrate the ability to design and optimize workflows to increase efficiency and productivity in the production of digital marketing materials. • Students will implement quality control processes to ensure that all digital marketing outputs meet industry standards and client expectations. • Students will be proficient in using various digital tools and technologies essential for managing and producing digital marketing content and campaigns. • Students will understand how to align production management with overall marketing strategies and business objectives to achieve desired outcomes.

Creative Business	2	0	<p>Creative business is designed to ensure that students possess the necessary skills and knowledge to successfully create, manage, and grow a creative business in the digital marketing industry upon graduation from this program.</p> <ul style="list-style-type: none"> • Students will develop an entrepreneurial mindset, enabling them to identify and seize business opportunities in the digital marketing landscape. • Students will be able to create and evaluate innovative business models tailored to the creative industries, particularly in digital marketing. • Students will acquire basic financial management skills, including budgeting, forecasting, and financial planning for creative businesses in the digital marketing sector. • Students will understand the importance of intellectual property and how to protect and leverage creative assets in a digital business context. • Students will be equipped to foster a culture of innovation and adaptability within their creative businesses, staying ahead of industry changes and emerging trends. • Students will develop effective sales and negotiation skills to build partnerships, secure clients, and close deals in the digital marketing industry. • Students will understand the importance of intellectual property and how to protect and leverage creative assets in a digital business context.
Internship	0	6	<p>Students can apply the following skills during an internship:</p> <ul style="list-style-type: none"> • Students will apply theoretical knowledge to real-world scenarios, gaining hands-on experience in executing digital marketing strategies and campaigns. • Students will gain a deep understanding of the digital marketing industry, including current trends, challenges, and best practices, through direct exposure to professional environments. • Students will build a network of professional contacts, including mentors, colleagues, and industry leaders, which can provide support and opportunities in their future careers. • Students will enhance their communication skills, learning how to effectively collaborate with team members, clients, and other stakeholders in a professional setting. • Students will sharpen their problem-solving skills by addressing real-time issues and challenges that arise during marketing campaigns and projects. • Students will develop a strong sense of professionalism and work ethic, understanding the importance of reliability, responsibility, and ethical behavior in the workplace. • Students will engage in self-reflection to assess their strengths, weaknesses, and areas for improvement, contributing to their personal and professional growth.

Project Report	0	2	<p>Upon completing the final project report, which encompasses the results of their internship in Digital Marketing, students are expected to have the following skills and competencies:</p> <ul style="list-style-type: none"> • In-Depth Understanding of Digital Marketing Practices. • Understanding how various elements of digital marketing such as SEO, SEM, social media marketing, and content marketing are interconnected and contribute to overall business strategy. • Ability to analyze data collected during the internship to identify trends, opportunities, and areas for improvement. • Capability to create clear, structured, and informative reports on the performance of digital marketing campaigns managed. • Ability to present findings and recommendations based on analyzed data to stakeholders.
Professional Ethics	0	2	<p>After completing this course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand fundamental ethical principles and moral reasoning in professional contexts • Demonstrate professional behavior and workplace etiquette in various business environments • Apply ethical decision-making frameworks to resolve workplace dilemmas and conflicts • Understand professional codes of conduct and industry standards across different sectors • Develop effective communication skills for professional interactions and presentations • Demonstrate leadership qualities and teamwork capabilities in professional settings • Understand workplace diversity, inclusion, and cultural sensitivity principles • Apply conflict resolution and negotiation strategies in professional environments • Understand legal and regulatory compliance requirements in business operations • Develop time management, project planning, and organizational skills for professional success • Understand corporate social responsibility and sustainable business practices • Demonstrate professional integrity, accountability, and reliability in work commitments
Digital marketing expo	0	2	<p>Upon completing the Digital Marketing Expo, designed as a practical implementation for students. Students are expected to have the following skills and competencies:</p> <ul style="list-style-type: none"> • Strategic Planning and Execution. • Ability to manage end-to-end digital marketing projects, including campaign planning, budgeting, execution, monitoring, and evaluation. • Experience in leading a team to achieve project goals and deliver successful marketing campaigns. • Communication and Presentation Skills. Strong written and verbal communication skills for creating compelling marketing messages and presenting ideas effectively. • Ability to adapt to the marketing world across all channels.
Total Credits	6	12	Output of Semester 4 : Digital Marketing Specialist/ Digital Marketer