



LSPR Institute of Communication & Business Institute

Subject Syllabus

- Subject Code** : MC05
- Subject Title** : Management Marketing: Search 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 management
- Skill : analytical, writing skills, presentation skill, teamwork
- Attitude : Be able to presentation marketing plans

Course content :

Week	Topic
1	Understanding Marketing Management
	Developing Marketing Strategies & Plans
2	The Marketing Environment
	Marketing Strategies
3	Building Strong Brand
	Product Quality

4	Review
	Designing and Managing Service
5	Pricing & Channel of Distribution
	Marketing Communication
6	Digital and Social Media Marketing
	Search Engine Marketing
7	Develop Search Engine Marketing Program
	Review
8	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbo l	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	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%

TOTAL 100%

Lecturers, however, have the option of requiring final papers in lieu of final examinations. They may likewise change the percentage (weight) for each of the above mentioned 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	1. Lecturer's presentation 2. Question and answer

		c. The New Marketing Realities	
	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
2	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
	Marketing Strategies	a. Segmentation b. Target Marketing c. Positioning Strategy	1. Lecturer's presentation 2. Question and answer
3	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
	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
4	Review	Review	1. Lecturer's presentation 2. Question and answer 3. Presentasi Case Study
	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

5	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
	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
6	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
	Search Engine Marketing	a. Understanding SEM b. Benefit SEM c. How Search Engine Marketing Works	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Develop Search Engine Marketing Program	a. Identify Web Site's Goals b. Measure SEM success	1. Guest Lecturer 2. Question and answer 3. Case Study
	Review	Review For Final Test	
8	Final 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), *Search Engine Marketing, Inc. : Driving Search Traffic to Your Company's Web Site*. 2nd ed. Boston: Pearson Education, Inc

Prepared by:



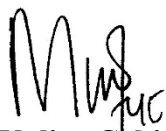
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