

### Description of Course Unit

Course unit title	Digital Advertising
Course unit code	
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Third year
Semester/trimester when the course unit is delivered	Sixth semester
Number of ECTS credits allocated	4.8
Name of lecturer(s)	-
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Students are able to explain the concept and flow of the ads process in the field of digital advertising.</li> <li>2. Students are able to identify types, types, and categories of ads in the field of digital advertising</li> <li>3. Students are able to explain the regulations and ethics of digital advertising</li> <li>4. Students are able to explain, give examples, and create ads in the field of digital advertising</li> <li>5. Students are able to explain trends and challenges in the field of digital advertising.</li> </ol>
Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Concepts in the field of digital advertising</li> <li>2. Types, types, and categories of ads in the field of digital advertising</li> <li>3. Process flow of ads in digital advertising</li> <li>4. Formulas and techniques of ads psychology in digital advertising</li> <li>5. Structure of ads in the field of digital advertising</li> <li>6. Regulation and ethics in the field of digital advertising</li> <li>7. Email Marketing</li> <li>8. Web advertising</li> <li>9. Mobile advertising</li> <li>10. Social media advertising</li> <li>11. Outdoor digital advertising</li> <li>12. SEO and SEM in digital advertising</li> <li>13. Advertising technology</li> <li>14. Trends and challenges in digital advertising</li> </ol>

Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Altsiel, T., Grow, J., &amp; Jennings, M. 2020. <i>Advertising Creative: Strategy, Copy, Design Fifth Edition</i>. California: SAGE Publication Inc.</li> <li>2. Hoechlin, Neil. 2018. <i>The Ultimate Copywriting Guide for Beginners to Advance</i>. London: JNR Publishing.</li> <li>3. Kelley, Larry D., Donald W. Jugenheimer, Kim Bartel Sheehan. 2015. <i>Advertising Media Planning: A Brand Management Approach Fourth Edition</i>. New York: Routledge Taylor &amp; Francis Group.</li> <li>4. Kumar, S. 2016. <i>Optimization Issues in Web and Mobile Advertising: Past and Future Trends</i>. London: Springer.</li> <li>5. Maslen, A. 2020. <i>The Copywriting Sourcebook: How to Write Better Copy, Faster- for Everything from Ads to Website</i>. London: Marshall Cavendish Internasional.</li> <li>6. Mc-Graw Hill Education. 2015. <i>Advertising and Promotion: An Intergrated Marketing Communications Perspective, 10E Global Edition</i>. United States: McGraw Hill Education.</li> <li>7. Meghe, K.D., Manusmare, P.A., Barve, S.B., &amp; Burghate, M.A. 2022. <i>Digital Marketing (Ability Enhancement Course)</i>. India: Amazon Kindle Publicising.</li> <li>8. Shimp, T.A &amp; Andrews, J. C. 2013. <i>Advertising, Promotion, and Other Aspects of Intergrated Marketing Communications: Ninth Edition</i>. South Weterm: Cengage Learning.</li> <li>9. Tiwary, Avinash. 2016. <i>Know Online Advertising All Information about Online Advertising at One Place</i>. India: Patridge Publishing.</li> <li>10. Andini, Tri N. N. 2014. <i>The Art of Copywriting (Seni Menulis Naskah Iklan &amp; Naskah Marcomm Iain)</i>. Jakarta: Universitas Esa Unggul.</li> <li>11. Katalog Produk Digital Advertising <a href="https://www.telkomdigitalsolution.com/uploads/2018/08/Katalog-Produk-Digital-Advertising-1.pdf">https://www.telkomdigitalsolution.com/uploads/2018/08/Katalog-Produk-Digital-Advertising-1.pdf</a></li> <li>12. Online Advertising: Series of Papers on "Competition and Consumer Protection in the Digital Economy" <a href="https://www.bundeskartellamt.de/SharedDocs/Publikation/EN/Schriftenreihe_Digitales_III.pdf?__blob=publicationFile&amp;v=5">https://www.bundeskartellamt.de/SharedDocs/Publikation/EN/Schriftenreihe_Digitales_III.pdf?__blob=publicationFile&amp;v=5</a></li> <li>13. Ariyadi, W. 2020. <i>Jurus Jitu Menguasai Copywriting: Strategi Sukses Membangun Bisnis dan Meningkatkan Pemasaran</i>. Yogyakarta: Unicorn Publishing.</li> </ol>
Planned learning activities and teaching methods	Student presentation, group discussion, project-based learning, case-based learning, summarizing, group work and discussion
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, digital advertising project outcomes, quizzes, mid and final semester exams.

## Digital Advertising Assessment Rubric

### Creating advertisements on digital platforms.

**Direction: choose one of the following topics as the topic of the advertising project.**

1. Creating creative and engaging email content for advertising purposes. The content is recorded and presented.
2. Creating creative and engaging website content for advertising purposes. The content is recorded and presented.
3. Creating creative and engaging mobile content for advertising purposes. The content is recorded and presented.
4. Creating creative and engaging social media content for advertising purposes. The content is recorded and presented.
5. Creating creative and engaging outdoor digital content for advertising purposes. The content is recorded and presented.

### Mid-term test for Digital Advertising course.

**Direction: analyze the strengths, weaknesses, opportunities and threats of digital advertising in specific areas. Choose one of the following topics as theme.**

1. Write analysis results with commercial organizations as clients/customers.
2. Write analysis results with non-commercial organizations as clients/customers.

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.



