# STIE WIDYA WIWAHA

Jl. LOWANU SOROSUTAN UH VI/20 Yogyakarta 55162 TELP. (0274)377091 (HUNTING), FAX. (0274)370394

**Hari Selasa, Jam : 18:30 WIB**

**Ruang Kuliah : RA 02**

# KEGIATAN PROSES PEMBELAJARAN SEMESTER GENAP 2023/2024

PROGRAM STUDI : MAGISTER MANAJEMEN

NAMA MATA KULIAH : MM 035A – ELECTRONIC MARKETING

KELAS : MM/A

NAMA DOSEN : Dr. Dwi Novitasari., SE., MM.

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| **Minggu Ke** | **Rencana Materi Sesuai Pebelajaran Semester (RPS)** | **Pelaksanaan** | | **Keefektifan Mahasiswa** | | **Paraf** | |
| **Tanggal** | **Materi Kuliah** | **Kesan Mahasiswa** | **Jumlah Hadir** | **Dosen** | **Wakil MHS** |
| 1 | Konteks e-marketing | 6 Feb 2024  18:30 – 21:00 | * Perkenalan Rancangan Pembelajaran**.** * Definisi e-marketing * Konsep berfikir kritis tentang e-marketing * E-marketing dulu, sekarang dan masa depan |  | 5 |  |  |
| 2 | Konsep strategi e-marketing | 13 Feb 2024  18:30 – 21:00 | * Strategic Planning * E-Business Models * Pengukuran kinerja * BSC * Matriks kinerja sosmed |  | 4 |  |  |
| 3 | Perencanaan dalam e-marketing | 20 Feb 2024  18:30 – 21:00 | * Menyusun perencanaan e-marketing * 7 tahapan perencanaan e-marketing |  | 4 |  |  |
| 4 | Menganalisis pasar global | 27 Feb 2024  18:30 – 21:00 | * Global e-Marketing Issues * Analisis peluang pasar * Titik penting keberadaan teknologi * The Digital Divide * Building Inclusive e-Markets * Social Networking |  | 5 |  |  |
| 5 | Menganalisis strategi dalam STP | 5 Mar 2024  18:30 – 21:00 | * Jenis pasar * Dasar & variabel dalam segmentasi * Targeting Online Customers * Differentiation Online * Online Positioning Bases |  | 4 |  |  |
| 6 | Penawaran produk melalui online | 12 Mar 2024  18:30 – 21:00 | * Creating Customer Value Online * Product Benefits * Pengembagan produk |  | 3 |  |  |
| 7 | Harga dalam perspektif nilai online | 19 Mar 2024  18:30 – 21:00 | * Buyer and Seller Perspectives * Payment Options * Pricing Strategies |  | 4 |  |  |
| 8 | Ujian Tengah Semester (UTS) | 26 Mar 2024  18:30 – 21:00 | Ujian Tengah Semester (UTS) |  | 5 |  |  |
| 9 | Penggunaan internet sebagai saluran distribusi | 16 Aprl 2024  18:30 – 21:00 | * Online Channel Intermediaries * Distribution Channel Length and Functions * Matriks saluran distribusi |  | 4 |  |  |
| 10 | Menganalisis komunikasi e-marketing berkaitan dengan kepemilikan media | 23 Aprl 2024  18:30 – 21:00 | * Ruang lingkup e-Marketing Communicationl * Content Marketing * Sales Promotion Offers * Coordinating Internet and Traditional Media IMC Plans (SEO |  | 4 |  |  |
| 11 | Menganalisis komunikasi e-marketing berkaitan dengan media berbayar | 30 Aprl 2024  18:30 – 21:00 | * Paid Media Formats * Social Media Advertising * Mobile Advertising * Paid Search * Efektifitas dan efisiensi media |  | 4 |  |  |
| 12 | Komunikasi e-marketing berkaitan dengan penerimaan media | 7 Mei 2024  18:30 – 21:00 | * User Engagement Levels * Engaging Individuals to Produce Earned Media * Who Should a Company Engage? * Techniques for Engaging Users * How Do Companies Entice Engagement? * Reputation Management Online |  | 5 |  |  |
| 13 | Menganalisis CRM | 14 Mei 2024  18:30 – 21:00 | * Relationship Marketing Defined * CRM Building Blocks * Ten Rules For CRM Success |  | 4 |  |  |
| 14 | Penelitian e-marketing | 21 Mei 2024  18:30 – 21:00 | * Marketing Knowledge Management * Other Technology-Enabled Approaches * Data Analysis and Distribution |  | 3 |  |  |
| 15 | Etika dan hukum e-marketing | 28 Mei 2024  18:30 – 21:00 | * Ethics and Legal Issues * Privacy * Digital Property * Online Expression * Emerging Issues |  | 4 |  |  |
| 16 | Ujian Akhir Semester (UAS) | 25 Juni 2024  18:30 – 21:00 | Ujian Akhir Semester (UAS) |  | 6 |  |  |

Yogyakarta, 31 Juli 2024

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| MENGETAHUI  KAPRODI :  C:\Users\MMstieWW\Downloads\WhatsApp Image 2024-02-05 at 15.13.25(2).jpeg  Dr. Priyastiwi., M.Si., Ak., CA. | Ketua GKM Prodi  ttd sub 1  Drs. Muhammad Subkhan., MM. | Dosen  C:\Users\user\Pictures\novi(1).png    Dr. Dwi Novitasari., SE., MM. |
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