# 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 202418:30 – 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 202418:30 – 21:00 | * Strategic Planning
* E-Business Models
* Pengukuran kinerja
* BSC
* Matriks kinerja sosmed
 |  | 4 |  |  |
| 3 | Perencanaan dalam e-marketing | 20 Feb 202418:30 – 21:00 | * Menyusun perencanaan e-marketing
* 7 tahapan perencanaan e-marketing
 |  | 4 |  |  |
| 4 | Menganalisis pasar global | 27 Feb 202418:30 – 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 202418:30 – 21:00 | * Jenis pasar
* Dasar & variabel dalam segmentasi
* Targeting Online Customers
* Differentiation Online
* Online Positioning Bases
 |  | 4 |  |  |
| 6 | Penawaran produk melalui online | 12 Mar 202418:30 – 21:00 | * Creating Customer Value Online
* Product Benefits
* Pengembagan produk
 |  | 3 |  |  |
| 7 | Harga dalam perspektif nilai online | 19 Mar 202418:30 – 21:00 | * Buyer and Seller Perspectives
* Payment Options
* Pricing Strategies
 |  | 4 |  |  |
| 8 | Ujian Tengah Semester (UTS) | 26 Mar 202418:30 – 21:00 | Ujian Tengah Semester (UTS) |  | 5 |  |  |
| 9 | Penggunaan internet sebagai saluran distribusi | 16 Aprl 202418:30 – 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 202418:30 – 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 202418:30 – 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 202418:30 – 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 202418:30 – 21:00 | * Relationship Marketing Defined
* CRM Building Blocks
* Ten Rules For CRM Success
 |  | 4 |  |  |
| 14 | Penelitian e-marketing | 21 Mei 202418:30 – 21:00 | * Marketing Knowledge Management
* Other Technology-Enabled Approaches
* Data Analysis and Distribution
 |  | 3 |  |  |
| 15 | Etika dan hukum e-marketing | 28 Mei 202418:30 – 21:00 | * Ethics and Legal Issues
* Privacy
* Digital Property
* Online Expression
* Emerging Issues
 |  | 4 |  |  |
| 16 | Ujian Akhir Semester (UAS) | 25 Juni 202418:30 – 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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