

Session	Topics	Reference(s)
1	Introduction to Internet, Internet of Things, WWW & E-Marketing <ul style="list-style-type: none"> The Internet, Internet of Things, The World Wide Web E-Marketing, E-Business, E-Commerce : Definition E-Business vs. E-Commerce 	Slides Ref 3 : Chapter 3 (p86 – p95) Ref 3 : Chapter 3 (p96 - p101) Ref.4 : Chapter 1 Other : Judy Strauss’s definition
2	E-Commerce & E-Marketing <ul style="list-style-type: none"> E-Commerce Categories Business to Business, Business to Consumers The New Wave Marketing 	Slides Ref C : New Wave Marketing - Case Studies
3	[QUIZ #1] The Networked Economy <ul style="list-style-type: none"> A Connected World Elements of the Networked Economy 	Ref 3 : Chapter 1 (p4 – p10) Ref 3 : Chapter 1 (p11 – p17)
	New Economy Paradigm & Characteristics <ul style="list-style-type: none"> New Economy paradigm Digital Economy Characteristics The Fusion Marketing Bible 	Slides Ref C : New Wave Marketing - Case Studies
4	Intro to Web Design Strategy <ul style="list-style-type: none"> Web Design & Usability Responsive Web Design Introduction to HTML 	Slides Ref 2 : Chapter 9
5	[QUIZ #2] Applied E-Marketing 1 <ul style="list-style-type: none"> Offline Communications Banner Advertising Search Engine Marketing 	Slides Ref 2 : Chapter 20 Ref 1 : Chapter 11 (Banner / Online Ads) Ref 1 : Chapter 9 (SEO)
	Applied E-Marketing 2 <ul style="list-style-type: none"> E-mail Campaign Affiliate Programs Online PR Blog Marketing 	Slides Ref 1 : Chapter 16 (Email Marketing) Ref 1 : Chapter 12 (Affiliate Marketing)
7	[QUIZ #3] Applied E-Marketing 3 <ul style="list-style-type: none"> Domain Name Strategy Social Media Marketing New Technologies : HTML5, Augmented Reality, QR Code 	Slides Ref 1 : Chapter 14 (Social Media Channels) Ref 1 : Chapter 15 (Social Media Strategy) Ref A : Chapter 1 & Chapter 4
	MID TEST	
8	Group Presentation : <ul style="list-style-type: none"> Facebook / Foursquare / Instagram Advertising Programs Detik / Kaskus / Instagram Advertising Program 	
9	Group Presentation : <ul style="list-style-type: none"> Google AdWords / Yahoo Advertising Programs Twitter / Youtube / LinkedIn Advertising Programs 	

10	[QUIZ #4]	
	Intro to e-Marketing Mix <ul style="list-style-type: none"> e-Product, e-Price, e-Place, e-Promotion Intro to “The Long Tail” concept Intro to Electronic Money : <ul style="list-style-type: none"> Credit Cards, EFT, Card-based & Computer-based Digital Cash to E-payment 	Slides
11	Intro to Cybercrime & Cyberlaw <ul style="list-style-type: none"> Discussion on UUITE (Undang-Undang Informasi dan Transaksi Elektronik) Introduction to Online Reputation Management & Social Media Monitoring	Slides Ref 1: Chapter 10
12	[QUIZ #5]	
	Introduction to Mobile Marketing & Location Based Services Business Plan Briefing : <ul style="list-style-type: none"> Intro to SOSTAC (Situation Analysis, Objective, Strategy, Tactic, Action, Control) digital Planning Model RACE (Reach, Act, Convert, Engage) digital Planning Framework 	Ref 1 : Chapter 17 (Mobile Marketing) Web : smartinsights.com (SOSTAC & RACE) Ref B : New Wave Marketing - Case Studies
13	Performance Measurement <ul style="list-style-type: none"> Web Analytics Introduction E-Marketing : Applied Strategies – Workshop <ul style="list-style-type: none"> E-Marketing Plan Project Review Website Review 	Ref 1 : Chapter 18 Internet Ref : http://www.google.com/analytics/
14	[QUIZ #6]	
	E-Marketing : Business Plan – Workshop <ul style="list-style-type: none"> Project & Paper Review 	
	Final Exam (Team Presentation) <ul style="list-style-type: none"> E-Marketing Business Plan : Paper Live E-Business Website Presentation 	

Marking Scheme :

25% - Quiz/Assignments/Presentation

20% - Mid Test

10% - Participations & Attendance

45% - Final Exam (weight: 25% presentation; 25% Q&A; 25% paper; 25% website)

References :

1. Rob Stokes, “eMarketing : The essential guide to marketing in a digital world – 5th Ed”, Quirk eMarketing (Pty) Ltd, 2013
2. David Meerman Scott, “The New Rules of Marketing & PR”, Wiley, 2007
3. Patrick McKeown, (University of Georgia) “Information Technology & The Networked Economy”, Second Edition, 2003, Thomson Course Technology
4. Dave Chaffey, Fiona Ellis, Richard Mayer, Kevin Johnston “Internet Marketing : Strategy, Implementation and Practice”, 3rd Edition, Prentice Hall, 2006

Other References :

- A. Tamar Weinberg, “The New Community Rules : Marketing on The Social Web”, O’Reilly Media 2009
- B. Hermawan Kartajaya, “Connect! Surfing New Wave Marketing”, Kompas Gramedia, 2010
- C. Hermawan Kartajaya (MarkPlus Inc.) “New Wave Marketing : The World is Still Round, The Market is Already Flat”, Gramedia Pustaka Utama, 2009
- D. Prof. Rhenald Kasali PhD, “Cracking Zone”, Gramedia Pustaka Utama, 2010

E-Marketing Mercubuana University – Post Graduate Program

Final Exam: Development of *E-Marketing Business Plan & Live E-Business Website*

Projects:

A. E-Marketing Business plan shall include:

1. Following one of renown business planning models (e.g. SOSTAC model)
2. Company name, e-Brand, description. URL, contact person's email, phone, and address
3. Opportunity or problem in the e-market you wish to exploit, facing the new wave marketing and new economy paradigm
4. Who are your current and potential competitors and what is your company's competitive advantage (including SWOT analysis)
5. E-Business/E-Commerce model description
6. Online market research, target e-market specifications and its size
- 7. E-marketing strategy to reach target market & projected penetration (including e-Marketing Mix strategy)**
8. Web design & development strategy, related to your e-marketing strategy
9. Web traffic analysis & online reputation management strategy
10. Basic sales forecast based on web/online performance

Format is 15-20 pages single-spaced (attachments excluded)

B. E-Commerce website must:

1. Comply with good web design standard
2. Conform to a good E-marketing strategy (based on team's E-Marketing plan Paper)
3. Live and accessible anywhere anytime

Type: Team Assignment. The paper & website will be presented by team (max: 5 members / team)

Weight: 45%

Contact :

- E : djati.wicaksono@indikaenergy.co.id
djati.wicaksono@petrosea.com
djatiw@gmail.com
- P : 021.7516900 ext 3945
- M : 0812.10.76400
- WA : 0812.10.76400
- Y : dawicak@yahoo.com
- B : 26E67768
- F : Djati Adi Wicaksono (djatiw@gmail.com)
- T : @djatiw
- I : wicaksonodjati