

### D-3 DIGITAL MARKETING

1	MDM101	Pancasila	2
	MDM103	Business & Business Environment	2
	MDM105	Marketing Essential	3
	MDM107	Principles of Accounting	2
	MDM109	Tapping Into New International Market	2
	MDM111	Management & Operations	3
	MDM113	Statistics	2
	MDM115	Macroeconomics for Business	2
JUMLAH SKS SEMESTER			18

2	MDM102	Indonesian Language	2
	MDM104	Operation & Project Management	3
	MDM106	Understanding & Leading Change	2
	MDM108	Business Mathematics	3
	MDM110	Human Resource Management	3
	MDM112	Marketing Management	3
	MDM114	Microeconomics for Business	2
JUMLAH SKS SEMESTER			18

3	MDM201	Religion	2
	MDM203	Service Marketing	3
	MDM205	Digital Marketing Innovation	3
	MDM207	Brand Management	3
	MDM209	Customer Innovation	3
	MDM211	Change Management	3
	MDM213	Strategic Management	3
JUMLAH SKS SEMESTER			20

4	MDM202	Citizenship	2
	MDM204	Digital Advertising	3
	MDM206	Digital Customer	3
	MDM208	Customer Relationship Management	3
	MDM210	Global Marketing	2
	MDM212	Economic in Digital Era	3
	MDM214	Sales Management	2
	MDM216	E-Commerce	2
JUMLAH SKS SEMESTER			20

5	MDM301	Taxation	3
	MDM303	Research Methods	3
	MDM305	Digital Business	3
	MDM307	Applied Statistic	3
	MDM309	Marketing Plans	2
	MDM311	Search Engine Marketing	2
JUMLAH SKS SEMESTER			16

6	MDM302	Leading E-Strategy	3
	MDM304	Strategic Marketing Management	3
	MDM306	Digital Marketing Project	3
	MDM308	Mobile Marketing	2
	MDM310	Internship Project	4
	MDM312	Financial Dimension of Marketing Decision	2
JUMLAH SKS SEMESTER			17

JUMLAH SKS TOTAL			109
JUMLAH MATA KULIAH = 8+7+7+8+6+6 =			42

