



PRESENSI DOSEN MENGAJAR

TA. 2024/2025 Sem. GENAP

Program Studi : TEKNIK INDUSTRI
Matakuliah : DIGITAL MARKETING [TKM12234]
Bobot : 2 SKS
Dosen : GULAM HAZMIN [0524129101]

Kelas : 22.A1
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang : -

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf
I	7/3/2025	Introduction	- PPS - SCOPE of TOPIC	11	<i>[Signature]</i>
II	14/3/2025	Digital Marketing Environment	- Digital Marketing Generation - Digital Marketing Skill	12	<i>[Signature]</i>
III	21/3/2025	Landing Page	- LINK - Affiliate Products	10	<i>[Signature]</i>
IV	28/3/2025	SEO	- Search Engine Optimization - Structure of SEO	9	<i>[Signature]</i>
V	11/4/2025	FB creative hub.	- Mockup Ads - Ads Displaying	8	<i>[Signature]</i>
VI	25/4/2025	FB Ads Intro META	- Introduction to FB Ads - FB Ads Setup	8	<i>[Signature]</i>
VII	2/5/2025	Copywriting	- PAS Structure - AIDA - BAB Structure	9	<i>[Signature]</i>
VIII	9/5/2025	Designing Content	- Using CANVA - Mockup References	12	<i>[Signature]</i>
IX	16/5/2025	AI tools for Digital Marketing	- Video and Image Generation - Copywriting tools	11	<i>[Signature]</i>
X	23/5/2025	Social media organic	- Content Building - Social media optimization	10	<i>[Signature]</i>
XI	13/6/2025	Niche	- Niche formula.	10	<i>[Signature]</i>
XII	26/6/2025	ATL, BTL, TTL	- Above the line } marketing - Below the line - Through the line	9	<i>[Signature]</i>
XIII	17/6/2025	AI Prompting for digital marketing	- TASK Framework.	9	<i>[Signature]</i>
XIV	19/6/2025	Business model	- 12 Popular Business model.	9	<i>[Signature]</i>
XV	20/6/2025	Austar Research	- STP.	9	<i>[Signature]</i>