

DIGITAL BRANDING & MARKETING (KOM 3820)

Lecture: Tri Nuraini

31 March 2020

E-LEARNING week 6 | Topic: SOCIAL MEDIA

Instruction

- 1. Read the textbook Digital Marketing Strategy (Simon Kingsnorth, 2016):**
 - Chapter 08: SOCIAL MEDIA
- 2. Go through the PowerPoint material uploaded on BIG BAKRIE**
 - Topic 6: Social Media
- 3. Topic 6 - Social Media, notice that you are required to watch videos in Youtube:**
 - How Social Media affects your brain:
https://www.youtube.com/watch?v=rzUb_GeLDg8
- 4. Attend Google Classroom at the given class code provided:**
 - **Kom 64** – Tuesday starts at 8.00 am – class code **2dcx4c5**
 - **Kom 63** – Tuesday starts at 10.30 am – class code **iov6rw7**
- 5. ONLINE QUIZ!**