

DIGITAL BRANDING & MARKETING (KOM 3820)

Lecture: Tri Nuraini

7 April 2020

E-LEARNING week 7 | Topic: DIGITAL MARKETING PLANNING

Instruction

1. Read the textbook **Digital Marketing Strategy (Simon Kingsnorth, 2016)**:
 - Chapter 04: PLANNING
2. Go through the PowerPoint material uploaded on BIG BAKRIE
 - Topic 7: DIGITAL MARKETING PLANNING
3. Attend ZOOM class meeting:
 - **Kom 64 – Tuesday starts at 8.00 am**

Tri Nuraini is inviting you to a scheduled Zoom meeting.

Topic: KOM 64 [Digital Branding & Marketing]

Time: Apr 7, 2020 08:00 AM Jakarta

Join Zoom Meeting

<https://us04web.zoom.us/j/264468700?pwd=c2l0REFWOWhKMERjKzhtUVdpZDN4QT09>

Meeting ID: 264 468 700

Password: 432573

- **Kom 63 – Tuesday starts at 10.30 am**

Tri Nuraini is inviting you to a scheduled Zoom meeting.

Topic: KOM 63 [Digital Branding & Marketing]

Time: Apr 7, 2020 10:30 AM Jakarta

Join Zoom Meeting

<https://us04web.zoom.us/j/813724230?pwd=SUxHb3F6NDRPNlhnS1Z6YmErc3VJUT09>

Meeting ID: 813 724 230

Password: 875258

4. Attend Google Classroom at the given class code provided:

- **Kom 64** – starts at 8.30 am – class code **2dcx4c5**
- **Kom 63** – starts at 11.00 am – class code **iov6rw7**

5. MID-TEST PREPARATION