



# Satuan Acara Pengajaran

ECMS804008 - Komunikasi Pemasaran Terpadu & Digital Mar

Pengajar

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## Minggu 1

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<b>Materi</b>	Role & challenge of IMC in facilitating the success of brands
<b>Media</b>	LCD Projector, White board
<b>Referensi</b>	Shimp & Andrews (2013)
<b>Aktivitas</b>	Lecturing, Class discussion

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## Minggu 2

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<b>Materi</b>	Targeting, Positioning, Objective Setting and Budgeting
<b>Media</b>	LCD Projector, White board
<b>Referensi</b>	Shimp & Andrews (2013)
<b>Aktivitas</b>	Presentation, Class discussion

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