


<b>Course Outline</b>	
<b>DSGN6243</b> <b>Digital Advertising</b> <b>(3)</b>	
<b>Effective Date</b> 01 September 2016	<b>Study Program</b> Visual Communication Design <b>Revision 0</b>

### 1. Course Description

By the end of this course, the students will be able to: identify the function and the process of digital advertising and its relation to maximize creativity to engage the audience.

### 2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

#### 2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

#### 2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-1 CA) - Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
(SO-2 CA) - Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-4 CA) - Able to present multiple alternatives of visual communication design prototype either individually or as a team in oral, graphical or written form, with analog or digital medium effectively.
(SO-5 CA) - Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity.
(SO-7 CA) - Able to utilize information technology and communication in supporting project's need and organizational performance.
(SO-8 CA) - Able to analyze problems and propose solutions ideas through visual communication design with the appropriate media selection

### 3. Topics

- Introduction to digital advertising
- Digital media and its audience
- Who Use Digital Advertising?
- Communicating the brand via digital
- Who are Our Next 10 Customers?
- High Specifications in of Creative Advertising Business
- Quantifying the Value Propositions in of Creative Advertising Prods/Services
- Where is Your Positions? (Chart Competitive Position)
- Designing Business Model of Creative Advertising Business
- Creativity in Digital advertising
- User experience design

- User interface design
- Integrating the digital media for a campaign

#### 4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Define what is digital advertising
- LO 2: Describe the process of digital advertising design
- LO 3: Experiment with the integration of digital advertising into a campaign
- LO 4: Propose business plan and the showcased potential business project, design and evaluate Business Plan

#### 5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Lecture, Watching Video, VCD, Film, multimedia, Group Work, Individual Presentation, Observation, Role Play, Case Presentation, and Presentation.

#### 6. Textbooks and Other Resources

##### 6.1 Textbooks

1. Faris Yakob. (2015). ***Paid Attention: Innovative Advertising for a Digital World***. 00. Kogan Page. ISBN: 978-0749473600.
2. Eliza Williams. (2010). ***This is Advertising***. 00. Laurence King. London. ISBN: 9781856696470.
3. Faris Yakob. (2015). ***Paid Attention: Innovative Advertising for a Digital World***. 00. Kogan Page. ISBN: 978 0749473600.
4. Bill Aulet. (2013). ***Disciplined entrepreneurship : 24 steps to a successful startup***. 00. John Wiley & Sons, Inc. New Jersey. ISBN: 9781118692288.

The book in the first list is a must to have for each student.

##### 6.2 Other Resources

1. <http://www.youtube.com/watch?v=UoSEaXWtKug>
2. <http://lmscontent.binus.ac.id/digitalcontent/DiCo-Digital%20Advertising-1-1280.rar>
3. [http://www.youtube.com/watch?v=VOG8q\\_9CCd8](http://www.youtube.com/watch?v=VOG8q_9CCd8)
4. <http://www.youtube.com/watch?v=jCmTOzsYWEQ>
5. <http://hbr.org/2007/11/mapping-your-competitive-position>
6. <http://www.ducttapemarketing.com/blog/acquire-customers/>
7. <http://hbr.org/2011/01/how-to-design-a-winning-business-model>
8. <http://www.infoentrepreneurs.org/en/guides/understand-your-competitors/>
9. <http://www.convinceandconvert.com/social-media-strategy/how-to-create-customer-profiles-to-reach-your-target-audience/>
10. <http://igniteselling.com/quantifying-your-value-proposition/>
11. <http://klariti.com/business-writing/business-requirements-specifications-1/>
12. <http://www.businessmodelsinc.com/tips-for-startups-how-to-design-your-business-model/>
13. <http://www.priceintelligently.com/blog/bid/193618/You-re-Leaving-Out-the-Customer-How-to-Quantify-Your-Value-Propositions>

#### 7. Schedule

##### Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Introduction to digital advertising - Changing world - Digital as new medium	- Introduction to Digital Advertising - This is Advertising, Page 6-13 - Paid Attention: Innovative Advertising for a Digital World, Page 1-10 - Paid Attention: Innovative Advertising for a Digital World, Chapter 1 & 2, Page

			1-75 - Digital Content - Digital Advertisment Introduction, <a href="http://lmscontent.binus.ac.id/digitalcontent/DiCo-Digital%20Advertising-1-1280.rar">http://lmscontent.binus.ac.id/digitalcontent/DiCo-Digital%20Advertising-1-1280.rar</a> - Digital advertising & marketing 101, <a href="http://www.youtube.com/watch?v=jCmTOzsYWEQ">http://www.youtube.com/watch?v=jCmTOzsYWEQ</a>
2 F2F	LO 1	Digital media and its audience - Network society - How they correlate	- Digital Media and Its Audience - This is Advertising, Page 14-57 - Paid Attention: Innovative Advertising for a Digital World, Page 91-102 - Paid Attention: Innovative Advertising for a Digital World, Page 91-102 - Audiences targeted digital advertising, <a href="http://www.youtube.com/watch?v=UoSEaXWtKug">http://www.youtube.com/watch?v=UoSEaXWtKug</a>
3 F2F	LO 1	Digital media and its audience - Network society - How they correlate	- Digital Media and Its Audience - This is Advertising, Page 14-57 - Paid Attention: Innovative Advertising for a Digital World, Page 91-102 - Paid Attention: Innovative Advertising for a Digital World, Page 91-102 - Audiences targeted digital advertising, <a href="http://www.youtube.com/watch?v=UoSEaXWtKug">http://www.youtube.com/watch?v=UoSEaXWtKug</a>
4 F2F	LO 4	Who Use Digital Advertising? - 7 Criteria of Digital Advertising Market - Build the End User Profile of Creative Advertising - The Potential Characteristics of the End User Profile	- Who Use Digital Advertising - Disciplined entrepreneurship : 24 steps to a successful startup, Step 2 & 3 - How to create customer profiles, <a href="http://www.convinceandconvert.com/social-media-strategy/how-to-create-customer-profiles-to-reach-your-target-audience/">http://www.convinceandconvert.com/social-media-strategy/how-to-create-customer-profiles-to-reach-your-target-audience/</a>
5 F2F	LO 1 LO 2	Communicating the brand via digital - Brand digital expression - Brand digital experience	- Communicating the Brand via Digital - This is Advertising, Page 59-101 - Paid Attention: Innovative Advertising for a Digital World, Page 11-24 - Evolutions of brands in digital advertising, <a href="http://www.youtube.com/watch?v=UoSEaXWtKug">http://www.youtube.com/watch?v=UoSEaXWtKug</a>

			ch?v=VOG8q_9CCd8
6 F2F	LO 1 LO 2	Communicating the brand via digital <ul style="list-style-type: none"> <li>- Brand digital expression</li> <li>- Brand digital experience</li> </ul>	<ul style="list-style-type: none"> <li>- Communicating the Brand via Digital</li> <li>- This is Advertising, Page 59-101</li> <li>- Paid Attention: Innovative Advertising for a Digital World, Page 11-24</li> <li>- Evolutions of brands in digital advertising, <a href="http://www.youtube.com/watch?v=VOG8q_9CCd8">http://www.youtube.com/watch?v=VOG8q_9CCd8</a></li> </ul>
7 F2F	LO 4	Who are Our Next 10 Customers? <ul style="list-style-type: none"> <li>- Making Connection with the Creative Advertising Customers</li> <li>- Focusing on What to Do</li> <li>- Identifying the Next 10 Customers</li> <li>- Validity of the Current Creative Advertising Business Customers</li> <li>- Dealing with Negative Impacts</li> </ul>	<ul style="list-style-type: none"> <li>- Who are Our Next 10 Customers?</li> <li>- Disciplined entrepreneurship : 24 steps to a successful startup, Step 5 &amp; 9</li> <li>- Acquire customers, <a href="http://www.ducttapemarketing.com/blog/acquire-customers/">http://www.ducttapemarketing.com/blog/acquire-customers/</a></li> </ul>
8 F2F	LO 4	High Specifications in of Creative Advertising Business <ul style="list-style-type: none"> <li>- Creating a High-Level Creative Advertising Product Specs</li> <li>- Creating the Brochure</li> </ul>	<ul style="list-style-type: none"> <li>- High Specifications in of Creative Advertising Business</li> <li>- Disciplined entrepreneurship : 24 steps to a successful startup, Step 7</li> <li>- Business requirements, <a href="http://klariti.com/business-writing/business-requirements-specifications-1/">http://klariti.com/business-writing/business-requirements-specifications-1/</a></li> </ul>
9 F2F	LO 4	Quantifying the Value Propositions in of Creative Advertising Prods/Services <ul style="list-style-type: none"> <li>- Understanding What the Customers Want</li> <li>- Aligning the VP with the Creative Advertising Customers' Desire</li> </ul>	<ul style="list-style-type: none"> <li>- Quantifying the Value Propositions in Creative Advertising Prods/ Services</li> <li>- Disciplined entrepreneurship : 24 steps to a successful startup, Step 8</li> <li>- How to Quantify Your Value Propositions, <a href="http://www.priceintelligently.com/blog/bid/193618/You-re-Leaving-Out-the-Customer-How-to-Quantify-Your-Value-Propositions">http://www.priceintelligently.com/blog/bid/193618/You-re-Leaving-Out-the-Customer-How-to-Quantify-Your-Value-Propositions</a></li> <li>- Quantifying Your Value Propositions, <a href="http://igniteselling.com/quantifying-your-value-proposition/">http://igniteselling.com/quantifying-your-value-proposition/</a></li> </ul>
10 F2F	LO 1 LO 2 LO 3	Creativity in Digital advertising <ul style="list-style-type: none"> <li>- Sketch still works</li> <li>- Creativity process in digital</li> </ul>	<ul style="list-style-type: none"> <li>- Creativity in Digital Advertising</li> <li>- This is Advertising, Page 195-217</li> <li>- Paid Attention: Innovative Advertising for a Digital World, Page 103-127</li> <li>- Paid Attention: Innovative Advertising for a Digital World, Chapter 6-8, Page 181-331</li> </ul>

11 F2F	LO 4	Where is Your Positions? (Chart Competitive Position) - Who the Thoughtest Competitor in Creative Advertising Business - Charting the Competitive Position	- Where is Your Positions? - Disciplined entrepreneurship : 24 steps to a successful startup, Step 11 - Guides, <a href="http://www.infoentrepreneurs.org/en/guides/understand-your-competitors/">http://www.infoentrepreneurs.org/en/guides/understand-your-competitors/</a> - Mapping your competitive position, <a href="http://hbr.org/2007/11/mapping-your-competitive-position">http://hbr.org/2007/11/mapping-your-competitive-position</a>
12 F2F	LO 4	Designing Business Model of Creative Advertising Business - Key Factor of Designing the Business Model of Creative Advertising Business - Categorizing the Business Model - Searching for Possible New Categories	- Designing Business Model of Creative Advertising Business - Disciplined entrepreneurship : 24 steps to a successful startup, Step 15 - How to design your business model, <a href="http://hbr.org/2011/01/how-to-design-a-winning-business-model">http://hbr.org/2011/01/how-to-design-a-winning-business-model</a> - Tips business model, <a href="http://www.businessmodelsinc.com/tips-for-startups-how-to-design-your-business-model/">http://www.businessmodelsinc.com/tips-for-startups-how-to-design-your-business-model/</a>
13 F2F	LO 1 LO 2 LO 3	Creativity in Digital advertising - Sketch still works - Creativity process in digital	- Creativity in Digital Advertising - This is Advertising, Page 195-217 - Paid Attention: Innovative Advertising for a Digital World, Page 103-127 - Paid Attention: Innovative Advertising for a Digital World, Chapter 6-8, Page 181-331
14 F2F	LO 1 LO 2 LO 3	Creativity in Digital advertising - Sketch still works - Creativity process in digital	- Creativity in Digital Advertising - This is Advertising, Page 195-217 - Paid Attention: Innovative Advertising for a Digital World, Page 103-127 - Paid Attention: Innovative Advertising for a Digital World, Chapter 6-8, Page 181-331
15 F2F	LO 1 LO 2 LO 3	Creativity in Digital advertising - Sketch still works - Creativity process in digital	- Creativity in Digital Advertising - This is Advertising, Page 195-217 - Paid Attention: Innovative Advertising for a Digital World, Page 103-127 - Paid Attention: Innovative Advertising for a Digital World, Chapter 6-8, Page 181-331

			181-331
16 F2F	LO 1 LO 2 LO 3	User experience design - What are main considerations? - Engaging the user	- User Experience Design - Paid Attention: Innovative Advertising for a Digital World, Page 61-74 - Paid Attention: Innovative Advertising for a Digital World, Chapter 10, Page 359-389
17 F2F	LO 1 LO 2 LO 3	User interface design - Important factors	- User Interface Design - Paid Attention: Innovative Advertising for a Digital World, Page 75-90
18 F2F	LO 1 LO 2 LO 3	Integrating the digital media for a campaign - The message is the king - Holistic approach of mediums - Effectivity of using combination of online and offline medium	- Integrating the Digital Media for a Campaign - This is Advertising, 135-194 - Paid Attention: Innovative Advertising for a Digital World, Page 136-154 - Paid Attention: Innovative Advertising for a Digital World, Chapter 19, Page 619-634
19 F2F	LO 1 LO 2 LO 3	Integrating the digital media for a campaign - The message is the king - Holistic approach of mediums - Effectivity of using combination of online and offline medium	- Integrating the Digital Media for a Campaign - This is Advertising, 135-194 - Paid Attention: Innovative Advertising for a Digital World, Page 136-154 - Paid Attention: Innovative Advertising for a Digital World, Chapter 19, Page 619-634
20 F2F	LO 1 LO 2 LO 3	Integrating the digital media for a campaign - The message is the king - Holistic approach of mediums - Effectivity of using combination of online and offline medium	- Integrating the Digital Media for a Campaign - This is Advertising, 135-194 - Paid Attention: Innovative Advertising for a Digital World, Page 136-154 - Paid Attention: Innovative Advertising for a Digital World, Chapter 19, Page 619-634

## 8. Evaluation

### Theory

Assessment Activity	Weight	Learning Outcomes			
		1	2	3	4
Assignment	50%	√	√	√	√
Mid Exam	20%	√	√		
Final Exam	30%			√	√

### Practicum

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**Final Evaluation Score**





Aspects	Weight
Theory	100%
Practicum	0%

**9. A. Assessment Rubric (Study Program Specific Outcomes)**

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to define what is digital advertising	Define in complete and clear definition of digital advertising	Define some part but in clear definition of digital advertising	Define some part but not clear definition of digital advertising	Could not define digital advertising
	1.2. Ability to analyse digital advertising	Analyse comprehensive, spot connection and give critical perspective about digital advertising	Analyse some parts and give critical perspective about digital advertising	Analyse briefly and give critical perspective about digital advertising	Analyse briefly without giving critical perspective about digital advertising
LO 2	2.1. Ability to describe the process on the creative phase of digital advertising	Describe complete process and gives personal standpoint	Describe some parts of the process and gives personal standpoint	Describe some parts of the process without giving personal standpoint	Describe briefly about the process and no personal standpoint
	2.2. Ability to execute creativity phase within the digital advertising process	Execute complete, thorough and appropriate depends on the case. Also gives personal standpoint why the process is the best approach.	Execute some parts and appropriate depends on the case. Also gives personal standpoint why the process is the best approach.	Execute only few parts and not clearly shown how the process can become the solution.	Can not execute creative phase of digital advertising.
LO 3	3.1. Ability to discover how each medium in advertising can integrate with digital.	Discover complete and clearly how every medium can integrate with each other. Also provide personal	Discover only several medium that can integrate with each other. Also provide personal standpoint how they	Discover only few medium that can integrate with each other. Without giving provide personal	Can not discover how each medium can integrate with each other.

		standpoint how they integrate in the best way.	integrate in the best way.	standpoint how they integrate in the best way.	
	3.2. Ability to experiment the integration of digital and non-digital medium of advertising as a complete and potentially working campaign	Experiment with ways to integrate all the medium availables in advertising also give strong arguments for the experimentation.	Experiment with 2-3 ways to integrate all the medium availables in advertising also give strong arguments for the experimentation.	Experiment with only 1 way to integrate all the medium availables in advertising also give strong arguments for the experimentation.	Experiment with less than 1 way.
LO 4	4.1. Ability to identify potential business project, design and plan to be proposed.	Identify potential business project, design and plan comprehensively by giving clear background and objectives, supported by research.	Identify potential business project, design and plan not completely but still giving clear background and objectives, supported by research.	Identify potential business project, design and plan without giving clear background and objectives, supported by research.	Identify potential business project, design and plan in wrong direction and does not match with the requirements.
	4.2. Ability to create potential business project, design and business plan.	Create a high potential business project, design and business plan. Supported by research and presented in the best way.	Create a not promising potential business project, design and business plan. Supported by research and presented in the best way.	Create a not convincing potential business project, design and business plan. Without any support of research. But still presented in the best way.	Create a bad business project, design and business plan. Not supported by research, and bad presentation.



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