


Course Outline	
MKTG6064 Marketing and Consumer Behavior (3)	
Effective Date 01 February 2016	Study Program Visual Communication Design Revision 0

1. Course Description

Marketing and consumer behavior course includes initial concepts, the importance of a corporate program that provides a consistent system, from an organization or company to maintain the image of consumer minds.

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
Graduates will be able to explain current communication approaches, market trends or behavior, and media of creative advertising designs
Graduates will be able to apply knowledge of market, media and communication approaches to creative advertising design solutions
Graduates will be able to analyze marketing communication problems based on appropriate approach and generate design solutions

3. Topics

- Introduction to marketing on day-to-day basis and marketing mix
- Marketing situational analysis and marketing environment
- Marketing communications, promotional tool and promotional mix
- Market research, ethnographic and target insight
- Consumer behavior in brand advertising and design considerations
- Consumer's different roles in consumer behavior perspective
- Consumer influences and decision making in buying decision
- Consumers subcultures
- Segmentation and positioning
- International marketing and consumers respond to brand diffusion and innovation
- 21th century marketing of digital interactive in internet era

4. Learning Outcomes

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

- LO 1: Explain about marketing concept
- LO 2: Describe marketing communication and tools
- LO 3: Describe the importance of consumer behavior for the communication strategy
- LO 4: Integrate the connection of the consumer behavior with the brand and communication strategy
- LO 5: Design the result of analysis to the communication strategy for advertising

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, Group Discussion, Lecture, Reflective Inquiry/Thinking, Research, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Cathrine Jansson-Boyd. (2010). **Consumer psychology**. 01. Open University Press. New York. ISBN: 9780335229284.
2. Blythe, J. (2012). **Essentials of Marketing**. 05. 1st Books Library. ISBN: 9780273757689.

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

6.2 Other Resources

1. <http://www.entrepreneur.com/encyclopedia/market-research>
2. http://www.tutor2u.net/business/marketing/segmentation_bases_introduction.asp
3. <http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm>
4. <http://www.youtube.com/watch?v=pdlabclSx1Q>
5. <http://www.slideshare.net/wearesocialsg/we-are-social-future-factors-2013#btnPrevious>
6. <http://www.graduate.au.edu/download/content/file/school%20of%20business/MBA%20Retail%20Management%20Comprehensive/Chapter%2015.pdf>
7. <http://www.youtube.com/watch?v=TggMk5jjENs>
8. <http://www.consumerpsychologist.com/>
9. <http://managementhelp.org/marketing/>
10. <http://http://www.diva-portal.org/smash/get/diva2:325368/FULLTEXT01.pdf>
11. <http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm>
12. <http://www.marketingweek.co.uk/strategies-and-tactics/data-vs-creativity/4006159.article>
13. http://www.tutor2u.net/business/marketing/marketing_concept.asp
14. <http://www.quickmba.com/marketing/ries-trout/positioning/>
15. http://www.mhhe.com/business/marketing/bearden/about_the_text/pdfs/chap3.pdf
16. <http://www.marketingteacher.com/lesson-store/lesson-marketing-communications.html>
17. <http://www.youtube.com/watch?v=V2tP-FAn6u8>
18. <http://www.youtube.com/watch?hl=id&v=nOPm2WX-E1Q&gl=ID>
19. <http://news.cision.com/connect-communications--inc-/r/six-marketing-research-trends-to-watch-in-second-half-of-2013,c9435482>
20. <http://smallbusiness.chron.com/difference-between-marketing-mix-promotional-mix-24142.html>
21. http://www.nptel.iitm.ac.in/courses/IIT-MADRAS/Management_Science_II/Pdf/1_3.pdf
22. <http://www.canadabusiness.ab.ca/index.php/start-up/10-market-research-the-basics>
23. http://www.tutor2u.net/business/marketing/buying_decision_process.asp
24. <http://knowthis.com/marketing-terms/>
25. <http://businesscasestudies.co.uk/business-theory/marketing/marketing-mix-price-place-promotion-product.html#axzz2ZHkVMpzA>
26. <http://www.youtube.com/watch?v=-OpYn-nISWo>
27. <http://www.managementstudyguide.com/advertising-management.htm>
28. <http://www.youtube.com/watch?v=hNsRhXGQpCE>
29. <http://www.forbes.com/sites/netapp/2013/11/21/4-ways-to-win/8-rules-for-21st-century-marketing>
30. http://faculty.ksu.edu.sa/alshum/DocLib4/kotler04_exs.pdf
31. http://www.tutor2u.net/business/marketing/promotion_mix.asp

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Introduction to marketing on day-to-day basis and marketing mix - Introduction - Objectives - Marketing mix - The development of marketing concept	- Introduction to marketing on day-to-day basis and marketing mix - Essentials of Marketing, Chapter 1, What do marketers do? Page 2, The development of marketing concept, page 3, Chapter 1;

			<p>page 7</p> <ul style="list-style-type: none"> - Marketing, http://managementhelp.org/marketing/ - Marketing concept and orientation, http://www.tutor2u.net/business/marketing/marketing_concept.asp - Marketing mix, http://businesscasestudies.co.uk/business-theory/marketing/marketing-mix-price-place-promotion-product.html#axzz2ZHkVMpzA
2 F2F	LO 1	<p>Introduction to marketing on day-to-day basis and marketing mix</p> <ul style="list-style-type: none"> - Introduction - Objectives - Marketing mix - The development of marketing concept 	<ul style="list-style-type: none"> - Introduction to marketing on day-to-day basis and marketing mix - Essentials of Marketing, Chapter 1, What do marketers do? Page 2, The development of marketing concept, page 3, Chapter 1; page 7 - Marketing, http://managementhelp.org/marketing/ - Marketing concept and orientation, http://www.tutor2u.net/business/marketing/marketing_concept.asp - Marketing mix, http://businesscasestudies.co.uk/business-theory/marketing/marketing-mix-price-place-promotion-product.html#axzz2ZHkVMpzA
3 F2F	LO 1	<p>Marketing situational analysis and marketing environment</p> <ul style="list-style-type: none"> - A need is a perceived lack of something - A product is a bundle of benefits - Demand, Public and Market - The marketing environment - SWOT analysis 	<ul style="list-style-type: none"> - Marketing situational analysis and marketing environment - Essentials of Marketing, Chapter 1, The development of marketing concept, page 11 & Chapter 2, The marketing environment, page 23-39 - Global marketing environment, http://www.mhhe.com/business/marketing/bearden/about_the_text/pdfs/chap3.pdf - Marketing terms, http://knowthis.com/marketing-terms/ - Global marketing environment, http://faculty.ksu.edu.sa/alshum/DocLib4/kotler04_exs.pdf

4 F2F	LO 1 LO 2	<p>Marketing communications, promotional tool and promotional mix</p> <ul style="list-style-type: none"> - Signs and meaning - Developing communications - The promotional mix - Producing advertisements - Sales promotion - Managing personal selling - Managing public relations - Sponsorship - Integrating the promotional mix 	<ul style="list-style-type: none"> - Marketing communications, promotional tool and promotional mix - Essentials of Marketing, Chapter 9, page 213-251 - Integrated communications strategy, http://www.graduate.au.edu/download/content/file/school%20of%20business/MBA%20Retail%20Management%20Comprehensive/Chapter%2015.pdf - Marketing mix vs promotional mix, http://smallbusiness.chron.com/difference-between-marketing-mix-promotional-mix-24142.html - Introduction to marketing communications, http://www.marketingteacher.com/lesson-store/lesson-marketing-communications.html - Advertising management, http://www.managementstudyguide.com/advertising-management.htm - Introduction promotional mix, http://www.tutor2u.net/business/marketing/promotion_mix.asp
5 F2F	LO 1 LO 2	<p>Marketing communications, promotional tool and promotional mix</p> <ul style="list-style-type: none"> - Signs and meaning - Developing communications - The promotional mix - Producing advertisements - Sales promotion - Managing personal selling - Managing public relations - Sponsorship - Integrating the promotional mix 	<ul style="list-style-type: none"> - Marketing communications, promotional tool and promotional mix - Essentials of Marketing, Chapter 9, page 213-251 - Integrated communications strategy, http://www.graduate.au.edu/download/content/file/school%20of%20business/MBA%20Retail%20Management%20Comprehensive/Chapter%2015.pdf - Marketing mix vs promotional mix, http://smallbusiness.chron.com/difference-between-marketing-mix-promotional-mix-24142.html - Introduction to marketing communications, http://www.marketingteacher.com/lesson-store/lesson-marketing-communications.html - Advertising management, http://www.managementstudyguide.com/advertising-

			<p>management.htm</p> <ul style="list-style-type: none"> - Introduction promotional mix, http://www.tutor2u.net/business/marketing/promotion_mix.asp
6 F2F	LO 3	<p>Market research, ethnographic and target insight</p> <ul style="list-style-type: none"> - The need for market research - The research process - Qualitative research - Quantitative research - Survey - Ethnographic - Customer Insights via Ethnography 	<ul style="list-style-type: none"> - Market research, ethnographic and target insight - Essentials of Marketing, Chapter 5, page 103-116 - Consumer psychology, Page 48-55 - About market research, http://www.entrepreneur.com/encyclopedia/market-research - 5start customer experience, http://www.youtube.com/watch?v=TggMk5jjENs - Market research and creativity, http://www.marketingweek.co.uk/strategies-and-tactics/data-vs-creativity/4006159.article - Market research trends, http://news.cision.com/connect-communications--inc-/r/six-marketing-research-trends-to-watch-in-second-half-of-2013,c9435482 - Market research basics, http://www.canadabusiness.ab.ca/index.php/start-up/10-market-research-the-basics
7 F2F	LO 3	<p>Market research, ethnographic and target insight</p> <ul style="list-style-type: none"> - The need for market research - The research process - Qualitative research - Quantitative research - Survey - Ethnographic - Customer Insights via Ethnography 	<ul style="list-style-type: none"> - Market research, ethnographic and target insight - Essentials of Marketing, Chapter 5, page 103-116 - Consumer psychology, Page 48-55 - About market research, http://www.entrepreneur.com/encyclopedia/market-research - 5start customer experience, http://www.youtube.com/watch?v=TggMk5jjENs - Market research and creativity, http://www.marketingweek.co.uk/strategies-and-tactics/data-vs-creativity/4006159.article - Market research trends, http://news.cision.com/connect-communications--inc-/r/six-marketing-research-trends-to-watch-in-second-half-of-2013,c9435482

			<ul style="list-style-type: none"> - Market research basics, http://www.canadabusiness.ab.ca/index.php/start-up/10-market-research-the-basics
8 F2F	LO 3	Consumer behavior in brand advertising and design considerations <ul style="list-style-type: none"> - Perception - Influences on the buying decision - Impulse buying - Industrial buyer behaviour - What is consumer behavior - Consumers' Impact on marketing strategy - Marketing's Impact on consumers - Need and wants - Brand personality, attitude, image, experience, trust, equity, & community 	<ul style="list-style-type: none"> - Consumer behavior in brand advertising and design considerations - Essentials of Marketing, Chapter 3, Consumer and buyer behavior concept, page 45 - Consumer psychology, Chapter 1, page 32-40 - The psychology of marketing, http://www.consumerpsychologist.com/ - Leo Burnett - Human Kind video, http://www.youtube.com/watch?v=-OpYn-nISWo
9 F2F	LO 3	Consumer behavior in brand advertising and design considerations <ul style="list-style-type: none"> - Perception - Influences on the buying decision - Impulse buying - Industrial buyer behaviour - What is consumer behavior - Consumers' Impact on marketing strategy - Marketing's Impact on consumers - Need and wants - Brand personality, attitude, image, experience, trust, equity, & community 	<ul style="list-style-type: none"> - Consumer behavior in brand advertising and design considerations - Essentials of Marketing, Chapter 3, Consumer and buyer behavior concept, page 45 - Consumer psychology, Chapter 1, page 32-40 - The psychology of marketing, http://www.consumerpsychologist.com/ - Leo Burnett - Human Kind video, http://www.youtube.com/watch?v=-OpYn-nISWo
10 F2F	LO 3 LO 4	Consumer's different roles in consumer behavior perspective <ul style="list-style-type: none"> - Perception & motivation - Self concept, personality & lifestyles - Attitudes 	<ul style="list-style-type: none"> - Consumer's different roles in consumer behavior perspective - Consumer psychology, Chapter 5, page 194-207 & page 280-290. - A New Era for Humanity, http://www.youtube.com/watch?v=pdlabclSx1Q - Dunkin' Donuts Flavor Radio (2012 Cannes Lions), http://www.youtube.com/watch?v=V2tP-FAn6u8 - Just do it at The Happy Show!,, http://www.youtube.com/watch?v=hNsRhQGQpCE
11 F2F	LO 3 LO 4	Consumer's different roles in consumer behavior perspective <ul style="list-style-type: none"> - Perception & motivation - Self concept, personality & lifestyles - Attitudes 	<ul style="list-style-type: none"> - Consumer's different roles in consumer behavior perspective - Consumer psychology, Chapter 5, page 194-207 & page 280-290.

			<ul style="list-style-type: none"> - A New Era for Humanity, http://www.youtube.com/watch?v=pdlabclSx1Q - Dunkin' Donuts Flavor Radio (2012 Cannes Lions), http://www.youtube.com/watch?v=V2tP-FAn6u8 - Just do it at The Happy Show!,, http://www.youtube.com/watch?v=hNsRhXGQpCE
12 F2F	LO 3 LO 4	Consumer influences and decision making in buying decision <ul style="list-style-type: none"> - Influences on the buying decision (personal, psychological, social) - Consumers as Decision Makers: Individual Decision - Step in the Decision – Making Process - Buying and Disposing - Consumers as Decision Makers: Group Influence and Opinion Leader 	<ul style="list-style-type: none"> - Consumer influences and decision making in buying decision - Essentials of Marketing, Chapter 3, Consumer and buyer behavior, page 53 - Consumer psychology, Chapter 5, page 348-388 & page 430-450. - Buyer behavior - The decision-making process, http://www.tutor2u.net/business/marketing/buying_decision_process.asp
13 F2F	LO 3 LO 4	Consumer influences and decision making in buying decision <ul style="list-style-type: none"> - Influences on the buying decision (personal, psychological, social) - Consumers as Decision Makers: Individual Decision - Step in the Decision – Making Process - Buying and Disposing - Consumers as Decision Makers: Group Influence and Opinion Leader 	<ul style="list-style-type: none"> - Consumer influences and decision making in buying decision - Essentials of Marketing, Chapter 3, Consumer and buyer behavior, page 53 - Consumer psychology, Chapter 5, page 348-388 & page 430-450. - Buyer behavior - The decision-making process, http://www.tutor2u.net/business/marketing/buying_decision_process.asp
14 F2F	LO 3 LO 4	Consumers subcultures <ul style="list-style-type: none"> - Income & social class - Ethnic, racial, & religious subcultures 	<ul style="list-style-type: none"> - Consumers subcultures - Consumer psychology, Chapter 5, page 470-490 & page 544-559.
15 F2F	LO 3 LO 4	Consumers subcultures <ul style="list-style-type: none"> - Income & social class - Ethnic, racial, & religious subcultures 	<ul style="list-style-type: none"> - Consumers subcultures - Consumer psychology, Chapter 5, page 470-490 & page 544-559.
16 F2F	LO 3 LO 4 LO 5	Segmentation and positioning <ul style="list-style-type: none"> - Segmentation, targeting and positioning - Segmentation Variables of geographic - Segmentation Variables of psychographic - Segmentation Variables of behavioural - Segmentation Variables of demographic - Segmentation effectiveness - Positioning 	<ul style="list-style-type: none"> - Segmentation and positioning - Essentials of Marketing, Chapter 4, page 75, 77, 92 - Market segmentation, http://www.tutor2u.net/business/marketing/segmentation_bases_introduction.asp - Influences in segmentation and positioning, http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm - Variables in segmentation

			<p>and positioning, http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm</p> <ul style="list-style-type: none"> - Positioning, http://www.quickmba.com/marketing/ries-trout/positioning/ - Segmentation, targeting & positioning, http://www.nptel.iitm.ac.in/courses/IIT-MADRAS/Management_Science_II/Pdf/1_3.pdf
17 F2F	LO 3 LO 4 LO 5	<p>Segmentation and positioning</p> <ul style="list-style-type: none"> - Segmentation, targeting and positioning - Segmentation Variables of geographic - Segmentation Variables of psychographic - Segmentation Variables of behavioural - Segmentation Variables of demographic - Segmentation effectiveness - Positioning 	<ul style="list-style-type: none"> - Segmentation and positioning - Essentials of Marketing, Chapter 4, page 75, 77, 92 - Market segmentation, http://www.tutor2u.net/business/marketing/segmentation_bases_introduction.asp - Influences in segmentation and positioning, http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm - Variables in segmentation and positioning, http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm - Positioning, http://www.quickmba.com/marketing/ries-trout/positioning/ - Segmentation, targeting & positioning, http://www.nptel.iitm.ac.in/courses/IIT-MADRAS/Management_Science_II/Pdf/1_3.pdf
18 F2F	LO 3 LO 4 LO 5	<p>Segmentation and positioning</p> <ul style="list-style-type: none"> - Segmentation, targeting and positioning - Segmentation Variables of geographic - Segmentation Variables of psychographic - Segmentation Variables of behavioural - Segmentation Variables of demographic - Segmentation effectiveness - Positioning 	<ul style="list-style-type: none"> - Segmentation and positioning - Essentials of Marketing, Chapter 4, page 75, 77, 92 - Market segmentation, http://www.tutor2u.net/business/marketing/segmentation_bases_introduction.asp - Influences in segmentation and positioning, http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm - Variables in segmentation and positioning, http://facultyweb.berry.edu/nmiller/classinfo/601/Module%203/influences.htm - Positioning,

			http://www.quickmba.com/marketing/ries-trout/positioning/ - Segmentation, targeting & positioning, http://www.nptel.iitm.ac.in/courses/IIT-MADRAS/Management_Science_II/Pdf/1_3.pdf
19 F2F	LO 3 LO 4 LO 5	International marketing and consumers respond to brand diffusion and innovation - Reasons for internationalising - Barriers to internationalisation - International market entry strategies - The new concept of product - Adoption process	- International marketing and consumers respond to brand diffusion and innovation - Essentials of Marketing, Chapter 11, page 285-300. - Perilaku Konsumen di Era Internet– Implikasi pada Strategi Pemasaran, Page 227-245. - Advertising management influence Effectiveness of online advertising, http://http://www.diva-portal.org/smash/get/diva2:325368/FULLTEXT01.pdf - Perilaku Konsumen di Era Internet– Implikasi pada Strategi Pemasaran
20 F2F	LO 3 LO 4 LO 5	21th century marketing of digital interactive in internet era - Relationship vs traditional marketing - Internet marketing - The 21st century marketplace - Net generation - E-buyers	- 21th century marketing of digital interactive in internet era - Essentials of Marketing, Chapter 12, page 309-332. - Perilaku Konsumen di Era Internet– Implikasi pada Strategi Pemasaran, Page 249-257 - We are social, http://www.slideshare.net/wearesocialsg/we-are-social-future-factors-2013#btnPrevious - Marketing in 21st century, http://www.youtube.com/watch?hl=id&v=nOPm2WX-E1Q&gl=ID - 4 ways to win 21st century marketing, http://www.forbes.com/sites/netapp/2013/11/21/4-ways-to-win/8-rules-for-21st-century-marketing

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes				
		1	2	3	4	5
Assignment	50%	√	√	√	√	√
Mid Exam	20%	√	√	√		
Final Exam	30%			√	√	√

Practicum

-

Final Evaluation Score



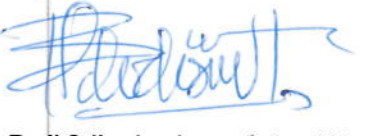

Aspects	Weight
Theory	100%
Practicum	0%

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 list about marketing concept.	List all concepts of marketing.	List most of concepts of marketing.	List few of concepts of marketing.	List only 2 or less concepts of marketing.
	1.2 Ability to explain about marketing concept.	Explain all the marketing concept in complete, clear and concise manner.	Explain most of the marketing concept in complete, clear and concise manner.	Explain only few of the marketing concept in complete, clear and concise manner.	Explain only 2 or less of the marketing concept in complete, clear and concise manner.
LO 2	2.1 Ability to define marketing communication and tools.	Define marketing communication and tools in clear, complete and concise manner.	Define marketing communication and tools in clear manner.	Define marketing communication and tools unclearly.	Define marketing communication or tools unclearly.
	2.2 Ability to describe marketing communication and tools.	Describe marketing communication and tools in clear, complete and concise manner.	Describe marketing communication and tools in clear manner.	Describe marketing communication and tools unclearly.	Describe marketing communication or tools unclearly.
LO3	3.1 Ability to define the importance of consumer behavior for the communication strategy.	Define the importance of consumer behaviour for the communication strategy in complete, clear and concise manner, enriched with personal observation	Define the importance of consumer behaviour for the communication strategy in clear and concise manner, enriched with personal observation.	Define the importance of consumer behaviour for the communication strategy in clear manner.	Define the importance of consumer behaviour for the communication strategy unclearly.

		and opinion.			
	3.2 Ability to describe the importance of consumer behavior for the communication strategy.	Describe the importance of consumer behaviour for the communication strategy in complete, clear and concise manner, enriched with personal observation and standpoint of opinion.	Describe the importance of consumer behaviour for the communication strategy in clear and concise manner, enriched with personal observation.	Describe the importance of consumer behaviour for the communication strategy in clear manner.	Describe the importance of consumer behaviour for the communication strategy unclearly.
LO 4	4.1 Ability to discover the connection of the consumer behavior with the brand and communication strategy	Discover the connection of the consumer behavior with the brand and communication strategy with clear and concise manner, also adding example and standpoint of opinion.	Discover the connection of the consumer behavior with the brand and communication strategy with clear manner, also adding example and standpoint of opinion.	Discover the connection of the consumer behavior with the brand and communication strategy not clearly, also adding standpoint of opinion.	Discover the connection of the consumer behavior with the brand and communication strategy not clearly.
	4.2 Ability to integrate the connection of the consumer behavior with the brand and communication strategy	Integrate the connection of the consumer behavior with the brand and communication strategy with clear and concise manner, also adding example and standpoint of opinion.	Integrate the connection of the consumer behavior with the brand and communication strategy with clear manner, also adding example and standpoint of opinion.	Integrate the connection of the consumer behavior with the brand and communication strategy not clearly, also adding standpoint of opinion.	Integrate the connection of the consumer behavior with the brand and communication strategy not clearly.
LO 5	5.1 Ability to breakdown the result of analysis to the communication strategy for advertising	Breakdown the result of analysis to the communication strategy for advertising in clear and	Breakdown the result of analysis to the communication strategy for advertising in clear and	Breakdown the result of analysis to the communication strategy for advertising in clear	Breakdown the result of analysis to the communication strategy for advertising unclearly.

		creative manner, enriched with personal observation and standpoint of opinion.	creative manner, enriched with personal observation.	manner.	
	5.2 Ability to design the result of analysis to the communication strategy for advertising	Design the result of analysis to the communication strategy for advertising in clear and creative manner, enriched with personal observation and standpoint of opinion.	Design the result of analysis to the communication strategy for advertising in clear and creative manner, enriched with personal observation.	Design the result of analysis to the communication strategy for advertising in clear manner.	Design the result of analysis to the communication strategy for advertising unclearly.

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Approved by  D2919 - Budi Sriherlambang, S.Sn., M in Imagineering. Subject Content Coordinator	Acknowledged by  D2739 - Drs. Hagung Kuntjara Sambada Wijasa., M.Sn. Head of Program - Creative Advertising