



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI

UNIVERSITAS BRAWIJAYA  
FAKULTAS EKONOMI DAN BISNIS  
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**INTERNATIONAL ONLINE SHORT COURSE (IOSC)  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS BRAWIJAYA  
2022**

“Digital Marketing and E-Commerce”  
November 7-11, 2022

**I. Objectives**

Faculty of Economics and Business Universitas Brawijaya (FEB UB) has a mission to become an internationally reputable higher education institution. We offer international students the opportunity to gain a global perspective on their academic and practice experiences through The International Online Short Course (IOSC) FEB UB. The IOSC 2022 will be held for a week, November 7-11, 2022, exploring the theme “Digital Marketing and E-Commerce.” The course aims at introducing digital marketing and electronic commerce applied to the unicorn and start-up industries in Indonesia as well as ASEAN Region. It will discuss “Digital Marketing and E-Commerce” in-depth from various points of view as follows:

1. Search Engines Optimization (CM Labs)  
SEO techniques as a means of optimizing search site rankings by taking into account keyword research, content marketing, link building, etc.
2. Digital Marketing/ Social Media Marketing  
How social media marketing helps businesses influence existing customers and reach new customers to market products and services.
3. Business Innovation  
Using interactive board games to describe the current business model, challenges to think differently, and teamwork.
4. Start-Up Unicorn in Indonesia/ASEAN\*  
Discussing how the Indonesian/ASEAN unicorn company initiate its business.

Participants will get exclusive material from the point of view and explanations of practitioners who are experts in their respective fields. Also, IOSC will be delivered in English, and this might be used as a credit transfer at the home university.

**II. Course Recognition and Scoring of Assessment Component**

Participants will receive an academic transcript from FEB UB upon finishing all courses. This course will later be converted to a **Digital Business** course (2 credits) which is a compulsory subject at FEB UB. The assessment was obtained from attendance and the final exam.

**III. Benefit**

All full-course participants will receive the following benefit:

1. international network
2. learning from digital practitioners
3. e-Certificate



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4. an official academic transcript for those who pass the final exam.

#### IV. Requirements

Participant requirements:

- undergraduate and master's students from foreign universities
- proficient in English
- committed to online learning (by zoom)

Document requirements:

- student ID card
- passport/ citizen ID card
- pass photo
- letter of intent (<https://s.ub.ac.id/letterofintent> )

#### V. Program Registration and Fee Description

IOSC will be held online via zoom and **free** of charge for all international students.

<b>Registration Link</b>	<a href="https://s.ub.ac.id/ioscfesub2022">https://s.ub.ac.id/ioscfesub2022</a>
<b>Registration</b>	Due on November 4, 2022
<b>IOSC</b>	November 7-11, 2022
<b>Final Exam</b>	November 11, 2022

#### VI. Program Highlights

Time	Monday	Tuesday	Wednesday	Thursday	Friday
08.00-09.00	Registration	Registration	Registration	Registration	Registration
09.01-11.00	Search Engines Optimization	Digital Marketing/ Social Media Marketing	Business Innovation	Start-Up Unicorn in Indonesia/ASEAN	Post-test
11.01-12.00	Discussion	Discussion	Discussion	Discussion	

#### VII. Contact

Should you have any questions, please contact Erwin [iup.feb@ub.ac.id](mailto:iup.feb@ub.ac.id) / +6285234042089 (Whatsapp)