



# Business Communication

Communication Science Study Program

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## Final Exam (UAS)

**1. Make an Online Business Strategy or Digital Marketing Strategy from COMPANY WHICH ENGAGED IN E-COMMERCE ACTIVITIES**

The company could be a conventional company but then develops an e-commerce activities or companies that purely conduct online sales activities (e-commerce).

**2. Group tasks (2-3 people)**

**3. Systematics of The Paper**

**a. Company Profile**

- Logo
- Company history
- Vision and mission
- Tagline

(As well as other descriptions that consider necessary)

**b. Products (Goods/Services)**

Product Description (Goods/Services)

Describe in detail the products (goods / services) produced by the company

**c. Online Business Strategy or Digital Marketing Strategy**

Describe in detail how the company's business strategy to market their products (goods/services) online

- Online Promotion Activities and Programs
- Online Advertising
- Official Site
- Official Social Media Accounts
- Online Service Providers (Tokopedia, Shopee, Lazada, etc.)
- Endorsement

As well as online business strategies or other digital marketing strategies run by the company.



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**Each group is encouraged to make observations and interviews with the company concerned.**

**d. Analysis**

Explain the impact of online business strategy or digital marketing strategy that is run by the company accompanied by the evidences, such as sales, awards received, etc.

**4. Collected on Saturday, January 26, 2019 in the Lecturer Room of Communication Science Department before 11.30 AM**

Each group member should be present