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Development of a Digital Marketing Plan by Using The SOSTAC Model - A Case Study Approach
Hanindyo Aziz Baskoro, Prof. Dr. Tandellin Eduardus, M.B.A.
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DEVELOPMENT OF A DIGITAL MARKETING PLAN BY USING THE SOSTAC MODEL – A CASE STUDY APPROACH

Thesis
As a partial fulfillment to achieve a MBA Degree

Study Program in Master of Management



Submitted by
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19/452698/PEK/25650

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2023

Master in Management
Universitas Gadjah Mada

AUTHORIZATION

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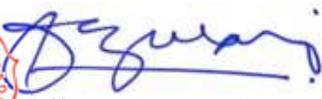
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