

Jumlah Pertemuan Presensi Mahasiswa

Semester 2020/2021 Genap
 Kode MJN215/1
 Mata Kuliah MANAJEMEN PEMASARAN
 Kampus Jakarta

Mata Kuliah Lab Tidak
 Jumlah SKS 2
 Pengajar IRFAN ARIF HUSEN

| No. | NIM | Nama Mahasiswa | Tanggal Pertemuan | | | | | | | | | | | | | | Jumlah Absen | Jumlah Hadir | |
|-----|------------|---------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------|--------------|---------------------------|
| | | | 18-02-2021 Sesi 2 (2 SKS) | 04-03-2021 Sesi 2 (2 SKS) | 16-03-2021 Sesi 2 (2 SKS) | 18-03-2021 Sesi 2 (2 SKS) | 25-03-2021 Sesi 2 (2 SKS) | 01-04-2021 Sesi 2 (2 SKS) | 08-04-2021 Sesi 2 (2 SKS) | 15-04-2021 Sesi 2 (2 SKS) | 22-04-2021 Sesi 2 (2 SKS) | 29-04-2021 Sesi 2 (2 SKS) | 06-05-2021 Sesi 2 (2 SKS) | 27-05-2021 Sesi 2 (2 SKS) | 03-06-2021 Sesi 2 (2 SKS) | 10-06-2021 Sesi 2 (2 SKS) | | | 17-06-2021 Sesi 2 (2 SKS) |
| 1 | 1120000005 | HARISH FADHILAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 2 | 1120000013 | DANI ADITYA FEBRIANSYAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 3 | 1120000041 | WINA MAULIDHA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 4 | 1120000042 | ALFIYYAH KHOIRUNNISA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 5 | 1120000043 | FATHUR ROZI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 1 | 14 (93.33%) |
| 6 | 1120000044 | YUYUN PRATIWI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 7 | 1120000045 | RAFNI KHOIRINNISA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 8 | 1120000046 | PUTRI SEPTIANI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 9 | 1120000047 | ADINDA PUTRI MAY HWA AZ ZAHRA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 10 | 1120000049 | SELDIYANI KARANGAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | 1 | 14 (93.33%) |
| 11 | 1120000050 | MUHAMMAD THOFAN AR RAHMAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | 4 | 11 (73.33%) |
| 12 | 1120000051 | ENDAH FADILA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 13 | 1120000052 | SAFIRA FITRIA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 14 | 1120000053 | RIMA TIFATAMI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 15 | 1120000054 | AYU LESTARI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 16 | 1120000056 | DESRIAN ROCHMANITA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 17 | 1120000057 | RIVALDO JONATHAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 18 | 1120000058 | WALTER SAMUEL SIANTURI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 19 | 1120000060 | NABILA ZULHAIRIYAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 20 | 1120000061 | HIFZIAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 21 | 1120000062 | GHALDA HAMIDAH ILHAMI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 22 | 1120000063 | SHILFANY NURAMALIAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 23 | 1120000064 | NADIRA NURULITA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 24 | 1120000065 | DEWI SEPTIANI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 25 | 1120000066 | MOCHAMMAD KAMARULLAH KANA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 1 | 14 (93.33%) |
| 26 | 1120000067 | SYAUTI RAHMAWATI NISSA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 27 | 1120000068 | SISTIN NAFTALENA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 28 | 1120000069 | MERI SETIAWATI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 29 | 1120000070 | FANI FADILAH SALAFUDIN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ | ✓ | 5 | 10 (66.67%) |
| 30 | 1120000071 | FANNY ANNISAA UTAMI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 31 | 1120000072 | DEVIA ARDINARI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 32 | 1120000073 | WATINI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 33 | 1120000074 | KELFIN PANJAITAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 34 | 1120000075 | FARADHILA PUTRI ANDINI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 35 | 1120000076 | THARISA LUQIZAHRA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 36 | 1120000077 | BAKTI SANUBARI RIDO RAHMAN ARDY | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 1 | 14 (93.33%) |
| 37 | 1120000078 | RUTH PUTRI SUSIYA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 38 | 1120000079 | ACHMAD ROZAN AL-KHOIRI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | 3 | 12 (80.00%) |
| 39 | 1120000080 | FIKA SASTRAWATI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | 15 (100.00%) |
| 40 | 1120600021 | VANIA ELYSIA | | | | | | | | | | | | | | | | 1 | 14 (93.33%) |

| | | | | | | | | | | | | | | | | | |
|-----------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|--|
| | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ | |
| TOTAL ABSEN PERTEMUAN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 6 | 3 | 0 | 0 | 4 | 2 | 0 | 17 | |

Laporan Berita Acara Perkuliahan

| | |
|------------------|---------------------|
| Mata Kuliah | MANAJEMEN PEMASARAN |
| Periode | 2020/2021 Genap |
| Beban SKS | 2 SKS |
| Kampus | Jakarta |
| Kelas | 01 Reguler |
| Jenis Kuliah | Blended |
| Dosen Pengampu | IRFAN ARIF HUSEN |
| Jumlah Peserta | 40 |
| Jumlah Pertemuan | 16 |

Pertemuan 1

| | |
|---------------------|--|
| Waktu | 18-02-2021 s/d 18-02-2021 |
| Judul | PERTEMUAN I |
| Deskripsi | Marketing: Creating Customer Value and Engagement Understanding the marketplace and Customer needs Designing a Costumer Value Driven Marketing Strategy |
| Kehadiran Mahasiswa | 0.00 % |

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------------------------|--------------|
| 1 | RPS Manajemen Pemasaran (2SKS) | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|-------------|---------------|
| 1 | PERTEMUAN 1 | 39 |

Tugas

| No. | Judul | Deskripsi |
|-----|---------|-----------------------------|
| 1 | TUGAS 1 | CARI 5 TERORI TENGANG PASAR |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 2

| | |
|-----------|---------------------------|
| Waktu | 25-02-2021 s/d 25-02-2021 |
| Judul | PERTEMUAN II |
| Deskripsi | MANAJEMEN PEMASARAN |

Kehadiran Mahasiswa **97.50 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------------------|--------------|
| 1 | Manajemen Pemasaran TM 2 | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | PERTEMUAN II | 38 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|---|
| 1 | KUIS 1 | JELASKAN DAN BERIKAN CONTOH YANG ADA DISEKITAR ITA MENGENAI STRATEGI DARI KONSEP STRATEGI PEMASARAN |
| 2 | PERTEMUAN II | TUGAS HARIAN |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 3

Waktu **04-03-2021 s/d 04-03-2021**
Judul **PERTEMUAN III**
Partnering to Build Customer Engagement, Value, and Relationship
Deskripsi
Kehadiran Mahasiswa **97.50 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------------------------|--------------|
| 1 | Company and marketing strategy | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|---------------|---------------|
| 1 | PERTEMUAN III | 40 |

Tugas

| No. | Judul | Deskripsi |
|-----|---------------|-----------|
| 1 | PERTEMUAN III | SILAHAKAN |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 4

| | |
|---------------------|--|
| Waktu | 16-03-2021 s/d 16-03-2021 |
| Judul | PERTEMUAN IV Planning Marketing:Partnering to Build Customer Relationship Marketing Strategy and Marketing Mix |
| Deskripsi | Managing the Marketing Effort |
| Kehadiran Mahasiswa | 90.00 % |

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------------------------|--------------|
| 1 | Mengembangkan bauran pemasaran | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | PERTEMUAN IV | 37 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|--|
| 1 | KUIS | BUAT ANALISIS SWOT UNTUK JENIS PERUSAHAAN BURGER FOODTRUCK |
| 2 | PERTEMUAN IV | TUGAS SEPERTIA BIASA |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 5

Waktu **18-03-2021 s/d 18-03-2021**

Judul **PERTEMUAN V**

Deskripsi

- Analysing the Marketing Environment
- Managing Marketing Information to Gain Customer insights
- Marketing Research

Kehadiran Mahasiswa **92.50 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|----------------------|--------------|
| 1 | Lingkungan Pemasaran | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|-------------|---------------|
| 1 | PERTEMUAN V | 38 |

Tugas

| No. | Judul | Deskripsi |
|-----|-------------|----------------|
| 1 | PERTEMUAN V | TUGAS MINGGUAN |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 6

Waktu **25-03-2021 s/d 25-03-2021**

Judul **PERTEMUAN VI**

Customer Market and Buyer Behavior

- Business Market and Business Buyer Behavior

Kehadiran Mahasiswa **90.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------|--------------|
| 1 | PASAR BISNIS | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | PERTEMUAN VI | 38 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|-------------------------|
| 1 | PERTEMUAN VI | SILAHKAN TUGAS HARIANYA |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 7

Waktu 01-04-2021 s/d 01-04-2021

Judul PERTEMUAN VII

Deskripsi

- Customer-Driven Marketing Strategy: Creating Value for Target Customer
- Market Segmentation
- Market Targeting
- Differentiation and Positioning

Kehadiran Mahasiswa 0.00 %

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------|--------------|
|-----|-------|--------------|

Forum

| No. | Judul | Peserta Aktif |
|-----|---------------|---------------|
| 1 | PERTEMUAN VII | 31 |

Tugas

| No. | Judul | Deskripsi |
|-----|-------------------------------|--------------------------------------|
| 1 | SEGMENTASI, TARGET DAN POSISI | SILAHKAN SEPERTI YANG DIBAHAS DI VEX |
| 2 | PERTEMUAN VII | TUGAS HARIAN YAH |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 8

Waktu 08-04-2021 s/d 08-04-2021

Judul UTS

Deskripsi UJIAN TENGAH SMESTER

Kehadiran Mahasiswa **100.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------|--------------|
|-----|-------|--------------|

Forum

| No. | Judul | Peserta Aktif |
|-----|-------|---------------|
| 1 | UTS | 39 |

Tugas

| No. | Judul | Deskripsi |
|-----|-------|----------------------------------|
| 1 | UTS | SLAHKAN WAKTUNYA 120 MENIT |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 9

Waktu **15-04-2021 s/d 15-04-2021**

Judul **PERTEMUAN IX**

Deskripsi

- Product, Services, and Brands:
Building Customer Value
- New Product Development and
Product Life Cycle Strategies

Kehadiran Mahasiswa **90.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------------------------------------|--------------|
| 1 | Produk, Jasa dan strategi penetapan | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | PERTEMUAN IX | 39 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|---------------------|
| 1 | PERTEMUAN IX | SILAHKAN nbsp; |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 10

| | |
|---------------------|---|
| Waktu | 22-04-2021 s/d 22-04-2021 |
| Judul | PERTEMUAN X <ul style="list-style-type: none">• Pricing: Understanding and Capturing Customer Value• Pricing Strategies: Additional Consideration |
| Deskripsi | |
| Kehadiran Mahasiswa | 92.50 % |

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------------------------------|--------------|
| 1 | HARGA: Memahami dan menangkap | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|-------------|---------------|
| 1 | PERTEMUAN X | 39 |

Tugas

| No. | Judul | Deskripsi |
|-----|-------------|---|
| 1 | KFC | Silahkan pendapat anda yang ; seorang mahasiswa ; |
| 2 | PERTEMUAN X | SILAHKAN ; |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 11

| | |
|---------------------|--|
| Waktu | 29-04-2021 s/d 29-04-2021 |
| Judul | PERTEMUAN XI <ul style="list-style-type: none">• Marketing Channels: Delivering Customer Value• Relating and Wholesaling |
| Deskripsi | |
| Kehadiran Mahasiswa | 0.00 % |

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|------------------------------------|--------------|
| 1 | Saluran pemasaran memberikan nilai | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | PERTEMUAN XI | 38 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|-----------|
| 1 | PERTEMUAN XI | SILAHKAN |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 12

Waktu **27-05-2021 s/d 27-05-2021**
 Judul **PERTEMUAN 13**
 Deskripsi **OFFLINE DAN ONLINE**
 Kehadiran Mahasiswa **82.50 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------|--------------|
|-----|-------|--------------|

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | pertemuan 13 | 34 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------------|--|
| 1 | ONLINE DAN OFFLINE | menurut pendapat pribadi dan disesuaikan dengan teori kenapa matahari tetap harus melakukan penjualan offline dan juga melakukan penjualan online? |
| 2 | PERTEMUAN 13 | TUGAS MINGGUAN BIASA |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 13

Waktu **06-05-2021 s/d 06-05-2021**

Judul **PERTEMUAN XII**
Engaging
Customers and
Communicatiing
Customer Value
 • Advertising and
 Public Relation

Deskripsi
 Kehadiran Mahasiswa **80.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------------------------------|--------------|
| 1 | Melibatkan pelanggan dan nilai pelan | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|---------------|---------------|
| 1 | PERTEMUAN XII | 35 |

Tugas

| No. | Judul | Deskripsi |
|-----|------------------|------------------------------|
| 1 | diskusi kelompok | masukan hasil diskusinya yah |
| 2 | PERTEMUAN XII | SILAHKAN |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 14

Waktu **03-06-2021 s/d 03-06-2021**
 Judul **PERTEMUAN XIV**

Deskripsi **Creating Competitive Advantage**
 Kehadiran Mahasiswa **90.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------------------------------------|--------------|
| 1 | Analisa Pesing dan Keunggulan Bersa | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | PERTEMUAN 14 | 38 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|------------------------|
| 1 | PERTEMUAN 14 | SILAHKAN YANG MINGGUAN |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 15

Waktu **10-06-2021 s/d 13-06-2021**

Judul **pertemuan 15**

Deskripsi **• The Global Marketplace.
• Sosial Responsibility and Ethics**

Kehadiran Mahasiswa **0.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|--------------------------------------|--------------|
| 1 | Pemasaran Internasional dan Etika da | EBOOK |

Forum

| No. | Judul | Peserta Aktif |
|-----|--------------|---------------|
| 1 | pertemuan 15 | 36 |

Tugas

| No. | Judul | Deskripsi |
|-----|--------------|---|
| 1 | kartu ujian | atas arahan kaprodi silahkan utuk upload kartu ujian kesini |
| 2 | pertemuan 15 | silahkan yg mingguan |

Ujian

| No. | Judul | Jenis |
|-----|-------|-------|
|-----|-------|-------|

Pertemuan 16

Waktu **17-06-2021 s/d 17-06-2021**

Judul **UAS
silahkan dikerjakan sesuai**

Deskripsi **waktunya**

Kehadiran Mahasiswa **100.00 %**

Materi Kuliah

| No. | Judul | Jenis Materi |
|-----|-------|--------------|
|-----|-------|--------------|

Forum

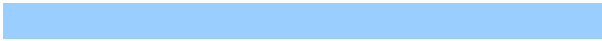
| No. | Judul | Peserta Aktif |
|-----|-------|---------------|
|-----|-------|---------------|

Tugas

| No. | Judul | Deskripsi |
|-----|-------|-----------|
|-----|-------|-----------|

Ujian

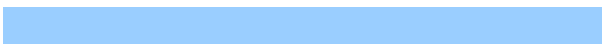
| No. | Judul | Jenis |
|-----|------------------|-------|
| 1 | irfan arif husen | UAS |



| Deskripsi | Jenis File |
|---|-------------------|
| Mahasiswa mengetahui Materi dan sumber yang dibahas dalam Manajemen Pemasaran | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|------------------------------|------------------------|
| 39 | 100 |

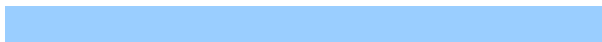
| Durasi | Nilai Rata-rata |
|---------------|------------------------|
|---------------|------------------------|



| Deskripsi | Jenis File |
|--|------------|
| Mahasiswa mampu memahami proses dan konsep dalam Manajemen Pemasaran | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 39 | 100 |
| 37 | 100 |

| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|---|------------|
| Mahasiswa mampu menjelaskan penerapan strategi pemasaran dalam membangun nilai konsumen , memiliki berbagai pandangan dalam perencanaan pemasaran | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 35 | 100 |

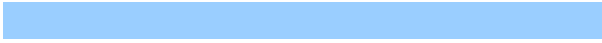
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|--|------------|
| Mahasiswa memahami proses manajemen pemasaran serta bauran pemasaran yang terintegrasi | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 39 | 100 |
| 34 | 100 |

| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|--|-------------------|
| Mahasiswa memahami kekuatan lingkungan pemasaran | EBOOK |

| Jumlah File Berkumpul | Nilai Rata-rata |
|------------------------------|------------------------|
| 34 | 100 |

| Durasi | Nilai Rata-rata |
|---------------|------------------------|
|---------------|------------------------|



| Deskripsi | Jenis File |
|--|-------------------|
| Pasar konsumen dan perilakunya • Pasar Bisnis dan perilakunya | EBOOK |

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 37 | 100 |

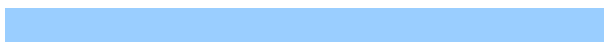
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|-----------|------------|
|-----------|------------|

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 36 | 100 |
| 33 | 100 |

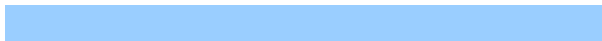
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|-----------|------------|
|-----------|------------|

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 40 | 100 |

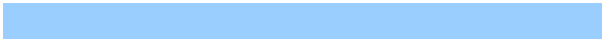
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|---|------------|
| Mahasiswa mampu menjelaskan karakteristik dan klasifikasi produk dan jasa sebagai dasar keputusan bauran produk | EBOOK |

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 37 | 100 |

| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|------------------------------------|-------------------|
| Mahasiswa memahami penetapan harga | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|------------------------------|------------------------|
| 35 | 100 |
| 35 | 100 |

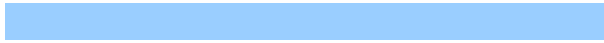
| Durasi | Nilai Rata-rata |
|---------------|------------------------|
|---------------|------------------------|



| Deskripsi | Jenis File |
|---|-------------------|
| Mahasiswa memahami saluran pemasaran dan fungsinya. | EBOOK |

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 36 | 100 |

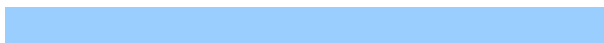
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|-----------|------------|
|-----------|------------|

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 36 | 100 |
| 36 | 100 |

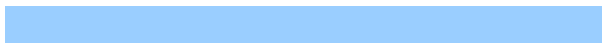
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|---|------------|
| Mahasiswa mampu menjelaskan proses komunikasi pemasaran yang efektif. | EBOOK |

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 56 | 64.28571429 |
| 32 | 100 |

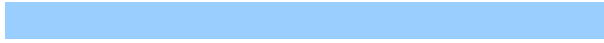
| Durasi | Nilai Rata-rata |
|--------|-----------------|
| | |



| Deskripsi | Jenis File |
|---|------------|
| Mahasiswa mampu menjelaskan bagaimana menciptakan keunggulan dalam bersaing | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 34 | 100 |

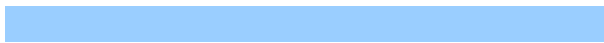
| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|--|------------|
| Mahasiswa mampu menjelaskan dan mengidentifikasi Pasar Internasional dan etika dalam Pemasaran | EBOOK |

| Jumlah File Terkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
| 37 | 0 |
| 37 | 100 |

| Durasi | Nilai Rata-rata |
|--------|-----------------|
|--------|-----------------|



| Deskripsi | Jenis File |
|-----------|------------|
|-----------|------------|

| Jumlah File Berkumpul | Nilai Rata-rata |
|-----------------------|-----------------|
|-----------------------|-----------------|

| Durasi | Nilai Rata-rata |
|---------|-----------------|
| 0 menit | 63.38 |

Data Nilai

Prodi : MANAJEMEN
 Kode test : MJN215/1
 Mata Kuliah : MANAJEMEN PEMASARAN

Semester : 2020/2021Genap
 Pengajar : IRFAN ARIF HUSEN
 Status : Publish, Tidak Terkunci
 Koreksi Nilai :
 Entri Nilai :
 On Time :

*Catatan : Gunakan titik atau koma untuk angka desimal. contoh : 70.05.

*Catatan : Nilai akhir akan dipublikasi oleh bagian akademik

| No | NIM | Nama | KEHADIRAN (10%) | TUGAS (30%) | UAS (30%) | UTS (30%) | Nilai Akhir | Bobot | Simbol |
|----|------------|-------------------------------|--------------------|----------------|--------------|--------------|----------------|-------|--------|
| 1 | 1120000005 | HARISH FADHILAH | | 91 | 65 | 30 | 55.8 | 2.75 | B- |
| 2 | 1120000013 | DANI ADITYA FEBRIANSYAH | | 100 | 75 | 40 | 64.5 | 3.5 | B+ |
| 3 | 1120000041 | WINA MAULIDHA | | 100 | 88 | 40 | 68.4 | 3.75 | A- |
| 4 | 1120000042 | ALFIYYAH KHOIRUNNISA | | 100 | 90 | 50 | 72 | 4 | A |
| 5 | 1120000043 | FATHUR ROZI | | 50 | 82 | 30 | 48.6 | 2 | C |
| 6 | 1120000044 | YUYUN PRATIWI | | 96 | 50 | 40 | 55.8 | 2.75 | B- |
| 7 | 1120000045 | RAFNI KHOIRINNISA | | 100 | 90 | 50 | 72 | 4 | A |
| 8 | 1120000046 | PUTRI SEPTIANI | | 100 | 65 | 50 | 64.5 | 3.5 | B+ |
| 9 | 1120000047 | ADINDA PUTRI MAY HWA AZ ZAHRA | | 100 | 67 | 50 | 65.09 | 3.5 | B+ |
| 10 | 1120000049 | SELDIYANI KARANGAN | | 86 | 60 | 30 | 52.8 | 2.5 | C+ |
| 11 | 1120000050 | MUHAMMAD THOFAN AR RAHMAN | | 50 | 50 | 30 | 39 | 1 | D |
| 12 | 1120000051 | ENDAH FADILA | | 100 | 82 | 40 | 66.59 | 3.5 | B+ |
| 13 | 1120000052 | SAFIRA FITRIA | | 100 | 78 | 40 | 65.4 | 3.5 | B+ |
| 14 | 1120000053 | RIMA TIFATAMI | | 100 | 55 | 30 | 55.5 | 2.75 | B- |
| 15 | 1120000054 | AYU LESTARI | | 100 | 77 | 50 | 68.09 | 3.75 | A- |
| 16 | 1120000056 | DESRIAN ROCHMANITA | | 100 | 85 | 30 | 64.5 | 3.5 | B+ |
| 17 | 1120000057 | RIVALDO JONATHAN | | 100 | 75 | 60 | 70.5 | 4 | A |
| 18 | 1120000058 | WALTER SAMUEL SIANTURI | | 97 | 60 | 40 | 59.1 | 3 | B |
| 19 | 1120000060 | NABILA ZULHAIRIYAH | | 100 | 87 | 40 | 68.09 | 3.75 | A- |
| 20 | 1120000061 | HIFZIAH | | 100 | 70 | 40 | 63 | 3 | B |
| 21 | 1120000062 | GHALDA HAMIDAH ILHAMI | | 100 | 57 | 50 | 62.1 | 3 | B |
| 22 | 1120000063 | SHILFANY NURAMALIAH | | 100 | 88 | 40 | 68.4 | 3.75 | A- |
| 23 | 1120000064 | NADIRA NURULITA | | 100 | 58 | 40 | 59.4 | 3 | B |
| 24 | 1120000065 | DEWI SEPTIANI | | 96 | 77 | 30 | 60.9 | 3 | B |
| 25 | 1120000066 | MOCHAMMAD KAMARULLAH KANA | | 91 | 77 | 30 | 59.4 | 3 | B |
| 26 | 1120000067 | SYAUTI RAHMAWATI NISSA | | 100 | 75 | 40 | 64.5 | 3.5 | B+ |
| 27 | 1120000068 | SISTIN NAFTALENA | | 87 | 70 | 50 | 62.1 | 3 | B |
| 28 | 1120000069 | MERI SETIAWATI | | 96 | 84 | 40 | 66 | 3.5 | B+ |
| 29 | 1120000070 | FANI FADILAH SALAFUDIN | | 14 | 54 | 30 | 29.4 | 0 | E |
| 30 | 1120000071 | FANNY ANNISAA UTAMI | | 100 | 88 | 40 | 68.4 | 3.75 | A- |
| 31 | 1120000072 | DEVIA ARDINARI | | 100 | 60 | 40 | 60 | 3 | B |
| 32 | 1120000073 | WATINI | | 100 | 65 | 40 | 61.5 | 3 | B |
| 33 | 1120000074 | KELFIN PANJAITAN | | 100 | 55 | 30 | 55.5 | 2.75 | B- |

| | | | | | | | | | |
|------------------|-------------|---------------------------------|----------|--------------|--------------|--------------|----------------|----------|----|
| 34 | 11200000075 | FARADHILA PUTRI ANDINI | | 100 | 77 | 50 | 68.09 | 3.75 | A- |
| 35 | 11200000076 | THARISA LUQZAHRA | | 100 | 78 | 50 | 68.4 | 3.75 | A- |
| 36 | 11200000077 | BAKTI SANUBARI RIDO RAHMAN ARDY | | 68 | 65 | 30 | 48.9 | 2 | C |
| 37 | 11200000078 | RUTH PUTRI SUSIYA | | 96 | 78 | 40 | 64.2 | 3.5 | B+ |
| 38 | 11200000079 | ACHMAD ROZAN AL-KHOIRI | | 50 | 50 | 30 | 39 | 1 | D |
| 39 | 11200000080 | FIKA SASTRAWATI | | 100 | 75 | 30 | 61.5 | 3 | B |
| 40 | 11206000021 | VANIA ELYSIA | | 87 | 45 | 40 | 51.6 | 2 | C |
| Total | | | 0 | 3655 | 2827 | 1580 | 2418.60 | 0 | |
| Rata-rata | | | 0 | 91.38 | 70.68 | 39.50 | 60.47 | 0 | |

2 28-06-2021 s.d 28-06-2021

Batas Akhir Entri Nilai 3 28-06-2021 s.d 28-06-2021

4 28-06-2021 s.d 28-06-2021