

## Jumlah Pertemuan Presensi Mahasiswa

Semester 2020/2021 Genap  
 Kode MJM490/2  
 Mata Kuliah SEMINAR PEMASARAN  
 Kampus Jakarta

Mata Kuliah Lab Tidak  
 Jumlah SKS 3  
 Pengajar AGUSTIAN BURDA

No.	NIM	Nama Mahasiswa	Tanggal Pertemuan													Jumlah Absen	Jumlah Hadir
			17-02-2021 Sesi 4	24-02-2021 Sesi 4	03-03-2021 Sesi 4	10-03-2021 Sesi 4	17-03-2021 Sesi 4	24-03-2021 Sesi 4	31-03-2021 Sesi 4	14-04-2021 Sesi 4	21-04-2021 Sesi 4	28-04-2021 Sesi 4	05-05-2021 Sesi 4	02-06-2021 Sesi 4	09-06-2021 Sesi 4		
1	2114000124	NURLIYANTI	✗	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	2	11 (84.62%)
2	21150000040	ADITIAS DWI ARNANDA				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		10 (76.92%)
3	21150000457	ANDRI FADHILAH		✓	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓	3	9 (69.23%)
4	21160000175	RANI LUFHIANI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
5	21160000184	ARIEF BAGJA WICAKSONO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
6	21170000097	ANISSA AODINATASYA	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	1	12 (92.31%)
7	21170000101	ASTIKA DWISAPTA NOVITA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
8	21170000123	FRISMA FEBRIYANTI ASTUTI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
9	21170000134	DEVI TIYA AYU RUNIYA WATI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
10	21170000145	MUHAMMAD RIYANTO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
11	21170000169	DON BOSCO MULA HORAS	✓	✓	✗	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	4	9 (69.23%)
12	21170000183	MUHAMMAD ROSIDI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
13	21170000186	RESICA PRATIWI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	1	12 (92.31%)
14	21170000194	KHAIRUL DEWI KUSUMA	✗	✓	✗	✗	✓	✓	✗	✓	✗	✗	✗	✓	✗	8	5 (38.46%)
15	21170000199	PUTRI OKTAVIANI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	1	12 (92.31%)
16	21170000200	HAFIZH SETIAWAN	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)

17	21170000212	SHAWITRI WIDYASARI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
18	21170000213	TITI MARYATI	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	2	11 (84.62%)
19	21170000222	ALDIVA KOES HERLYUDYA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
20	21170000233	FARA AMITHA	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	1	12 (92.31%)
21	21170000250	SHINTIA ARIYANTI	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	1	12 (92.31%)
22	21170000261	RIAS SAFARANTI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
23	21170000361	ELVIA ROSA BR GIRSANG	✗	✗	✓	✗	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	4	9 (69.23%)
24	21170000362	RIVIANA KAMILA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
25	21170000379	RESTU PUTRI KEMUNING	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
26	21170000398	RAHMIDA DAULAY	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		13 (100.00%)
27	21197000370	ARLEN YOSUANDY	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	1	12 (92.31%)
TOTAL ABSEN PERTEMUAN			7	1	3	5	0	0	3	2	1	3	3	0	1	29		

# Laporan Berita Acara Perkuliahan

Mata Kuliah	SEMINAR PEMASARAN
Periode	2020/2021 Genap
Beban SKS	3 SKS
Kampus	Jakarta
Kelas	02 Reguler
Jenis Kuliah	Blended
Dosen Pengampu	AGUSTIAN BURDA
Jumlah Peserta	27
Jumlah Pertemuan	16

## Pertemuan 1

Waktu	16-02-2021 s/d 20-02-2021
Judul	Peraturan tata tertib kelas Seminar Pemasaran
Deskripsi	penjelasan tata tertib kelas
Kehadiran Mahasiswa	81.48 %

## Materi Kuliah

No.	Judul	Jenis Materi
1	Peraturan tata tertib kelas Seminar P	EBOOK

## Forum

No.	Judul	Peserta Aktif
1	Peraturan tata tertib kelas Seminar Pemasaran	23

## Tugas

No.	Judul	Deskripsi
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## Ujian

No.	Judul	Jenis
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## Pertemuan 2

Waktu	24-02-2021 s/d 24-02-2021
Judul	TM2 Linda's Bed-and-Breakfast

In August of 1994, Linda Smith, owner/operator of Linda's Bed & Breakfast in Westside, 15 kilometres west of downtown Halifax, Nova Scotia, assessed the current peak season and the upcoming off season. For bedand-breakfasts, the peak season was the middle of May to the middle of October and the off-season was the end of October through until May. The tourism and travel business had been good and had improved over the last two years, however, the off-season continued to be slow. Linda was concerned about increasing revenues during both seasons and wondered how she might do so.

Deskripsi

Kehadiran Mahasiswa

0.00 %

#### Materi Kuliah

No.	Judul	Jenis Materi
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	1 TM 2 Linda's Bed and Breakfast	EBOOK
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#### Forum

No.	Judul	Peserta Aktif
1	TM2 Linda's Bed and Breakfast	26

#### Tugas

No.	Judul	Deskripsi
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#### Ujian

No.	Judul	Jenis
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### Pertemuan 3

Waktu

03-03-2021 s/d 03-03-2021

Judul

TM3 MILLIE'S HAND COOKED POTATO CHIPS

In March, 1990 John Miles and John Potter, equal partners in the Toronto-based food brokerage firm Betmar, purchased the assets and trademarks of Millie's Hand Cooked Potato Chips from a receiver. When the deal closed, Miles returned to his native Nova Scotia to re-establish the business. He expected to be able to have the unique chips back on the Nova Scotia market in six weeks. In order to turn the business around quickly, Miles needed to determine what had gone wrong. How could Millie's sales have increased from \$500,000 to \$3 million in three years and the company still have gone out of business?

Deskripsi

Kehadiran Mahasiswa

**88.89 %**

#### **Materi Kuliah**

<b>No.</b>	<b>Judul</b>	<b>Jenis Materi</b>
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	1	TM3 MILLIE'S HAND COOKED POTATO CHIPS	25
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**Forum**

No.	Judul	Peserta Aktif
1	TM3 MILLIE'S HAND COOKED POTATO CHIPS	25

**Tugas**

No.	Judul	Deskripsi
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**Ujian**

No.	Judul	Jenis
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**Pertemuan 4**

Waktu

10-03-2021 s/d 10-03-2021

Judul

TM IV Made in Atlantic Canada

In May of 1990, Aubrey Palmeter and Loma Bremner, were preparing their presentation for the June 1990 meeting of the Atlantic Canada Plus (ACP) Board of Directors. Aubrey and Loma were the Executive Director and Promotions Manager respectively of Atlantic Canada Plus located in Dartmouth, Nova Scotia. The Board had drafted a revised mission statement which read: "To create opportunities in Atlantic Canada by promoting and marketing goods and services produced in the region." Aubrey and Loma would be responsible for developing a promotional plan to fulfil the Board's mission.

Deskripsi

Kehadiran Mahasiswa **88.89 %**

**Materi Kuliah**

No.	Judul	Jenis Materi
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	1 TM IV Made in Atlantic Canada	EBOOK
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#### Forum

No.	Judul	Peserta Aktif
1	TM IV Made in Atlantic Canada	25

#### Tugas

No.	Judul	Deskripsi
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#### Ujian

No.	Judul	Jenis
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### Pertemuan 5

Waktu 17-03-2021 s/d 17-03-2021  
Judul TM V Sweetn

In January 1989, Sue Sparkes, owner of Sweetn's, a women's clothing store in downtown St John's, Newfoundland, was reviewing the data she had just received from her consultant. The data had been obtained from the 1986 census in order to update Sweetn's customer profile and to identify census tract areas from which the store should be drawing customers but was not. She needed this information before the spring sales period started. Further, she was contemplating opening a second store and was wondering if the data would help in making a decision with respect to location.

Deskripsi

Kehadiran Mahasiswa 88.89 %

**Materi Kuliah**

No.	Judul	Jenis Materi
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	1 TM V Sweetn	EBOOK
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**Forum**

No.	Judul	Peserta Aktif
1	TM V Sweetn	25

**Tugas**

No.	Judul	Deskripsi
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**Ujian**

No.	Judul	Jenis
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**Pertemuan 6**

Waktu 24-03-2021 s/d 24-03-2021  
Judul TM VI Maritime Trading Company

**Martha Lawrence\* and Shelley MacDougall**  
**In February 1999, Kent Groves sat in a coffee shop thinking about his company's new site on the World Wide Web. As president of Maritime Trading Company, a small business he started in 1993, he still made most of the decisions for the company.**

Deskripsi

Kehadiran Mahasiswa **92.59 %**

**Materi Kuliah**

No.	Judul	Jenis Materi
1	TM VI Maritime Trading Company	EBOOK

**Forum**

No.	Judul	Peserta Aktif
1	TM VI Maritime Trading Company	26

**Tugas**

No.	Judul	Deskripsi
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**Ujian**

No.	Judul	Jenis
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**Pertemuan 7**

Waktu

**31-03-2021 s/d 31-03-2021**

Judul **TM VII The Florenceville Curling Club**

**On an unseasonably hot New Brunswick June day, it seemed odd to be discussing the winter sport of curling, but that's what Ray Brennan and Clayton Buckingham found themselves doing in mid 1989. The two men had met at the Florenceville Curling Club (FCC) to discuss the future of the 32 year old institution.**

Deskripsi

Kehadiran Mahasiswa **92.59 %**

#### **Materi Kuliah**

<b>No.</b>	<b>Judul</b>	<b>Jenis Materi</b>
1	TM VII The Florenceville Curling Club	EBOOK

#### **Forum**

<b>No.</b>	<b>Judul</b>	<b>Peserta Aktif</b>
1	TM VII The Florenceville Curling Club	26

#### **Tugas**

<b>No.</b>	<b>Judul</b>	<b>Deskripsi</b>
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#### **Ujian**

<b>No.</b>	<b>Judul</b>	<b>Jenis</b>
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### **Pertemuan 8**

Waktu **07-04-2021 s/d 07-04-2021**

Judul **Ujian Tengah Semester**

Deskripsi **Ujian Tengah Semester bentuknya  
Pilihan Benar atau Salah.**  
Kehadiran Mahasiswa **100.00 %**

#### **Materi Kuliah**

<b>No.</b>	<b>Judul</b>	<b>Jenis Materi</b>
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#### **Forum**

<b>No.</b>	<b>Judul</b>	<b>Peserta Aktif</b>
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#### **Tugas**

<b>No.</b>	<b>Judul</b>	<b>Deskripsi</b>
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#### **Ujian**

<b>No.</b>	<b>Judul</b>	<b>Jenis</b>
1	Seminar Pemasaran 02 Sore	UTS

### **Pertemuan 9**

Waktu **14-04-2021 s/d 14-04-2021**  
Judul **TM IX The Observer**  
**It was the last Friday afternoon in August 1991. Four third-year Acadia University students, who had just returned for the fall semester, were meeting at the Student's 50-50 lounge. Before classes started, Randy Ansems, Stephen Connor, Steve Robart and Greg Simpson had to decide whether to turn a course project, an inter-high school newspaper, into a business.**

Deskripsi  
Kehadiran Mahasiswa **88.89 %**

#### **Materi Kuliah**

<b>No.</b>	<b>Judul</b>	<b>Jenis Materi</b>
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	1 TM IX The Observer	EBOOK
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#### Forum

No.	Judul	Peserta Aktif
1	TM IX The Observer	25

#### Tugas

No.	Judul	Deskripsi
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#### Ujian

No.	Judul	Jenis
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### Pertemuan 10

Waktu

21-04-2021 s/d 21-04-2021

Judul

TM X Thompson's Pipeline Limited

"It was the best of times, it was the worst of times." These words from Charles Dickens' A Tale of Two Cities seemed especially apt to Paul Thompson as he was lying in his hospital bed. It was 7:00 pm, March 8, 1987, and Paul had a lot on his mind. Just three months ago he had left a steady, secure job to take over a large, bankrupt gas bar and convenience store in Mount Pearl, Newfoundland, now known as Thompson's Pipeline Limited. While things seemed to be running smoothly, a number of issues that affected the profitability of the business needed to be addressed. Uppermost in Paul's mind was the utilization of non-selling space. In particular, Paul was considering installing a separate business in this space and was presently reviewing several options, including whether to operate as a franchise or an independent business.

Deskripsi

Kehadiran Mahasiswa 0.00 %

#### Materi Kuliah

No.	Judul	Jenis Materi
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	1 TM X Thompson's Pipeline Limited	EBOOK
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**Forum**

No.	Judul	Peserta Aktif
1	TM X Thompson's Pipeline Limited	25

**Tugas**

No.	Judul	Deskripsi
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**Ujian**

No.	Judul	Jenis
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**Pertemuan 11**

Waktu **28-04-2021 s/d 28-04-2021**  
Judul **TM XI A Cut Above Hair Design**

In November 1990, Carolyn Kimball, owner of the "A Cut Above Hair Design" beauty salon in Wolfville, Nova Scotia, was undertaking an extensive review of her firm's marketing strategy. The industry data before her indicated that small, privately-owned beauty salons like hers were progressively losing ground to a growing number of national franchises. Furthermore, according to the most recent figures provided by the Nova Scotia Association of Hairdressers, there were almost twice as many beauty salons per thousand residents in Wolfville as compared to the Halifax-Dartmouth area. In other words, Wolfville had become a very competitive market. In order to deal with these new challenges, "A Cut Above Hair Design" needed to capitalize on its strength and develop a strong positioning strategy.

Deskripsi

Kehadiran Mahasiswa

0.00 %

**Materi Kuliah**

No.	Judul	Jenis Materi
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	1 TM XI A Cut Above Hair Design	EBOOK
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#### Forum

No.	Judul	Peserta Aktif
1	TM XI A Cut Above Hair Design	25

#### Tugas

No.	Judul	Deskripsi
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#### Ujian

No.	Judul	Jenis
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### Pertemuan 12

Waktu

05-05-2021 s/d 05-05-2021

Judul

TM XII STRATEGIC ADVENTURE PARK

In October 1989, Sue and Lisa reviewed the first operating season of their adventure park. Strategic Adventure Park, located 30 miles from a major maritime city, catered to young adults who enjoyed active war games. The partners were discussing future options and needed to decide on what action should be taken because profits fell far short of projected levels.

Deskripsi

Kehadiran Mahasiswa 0.00 %

#### Materi Kuliah

No.	Judul	Jenis Materi
1	TM XII STRATEGIC ADVENTURE PARK	EBOOK

#### Forum

No.	Judul	Peserta Aktif
1	TM XII STRATEGIC ADVENTURE PARK	24

#### Tugas

No.	Judul	Deskripsi
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#### Ujian

No.	Judul	Jenis
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### Pertemuan 13

Waktu	02-06-2021 s/d 02-06-2021
Judul	TM XIII Nightshifts This year I am going to do something for myself; this is my twenty-third year and it's going to be a great one," Karen Daly whispered these words to herself as the clock struck midnight on December 31, 1992 and she
Deskripsi	hugged her husband, Paul.
Kehadiran Mahasiswa	0.00 %

### Materi Kuliah

No.	Judul	Jenis Materi
1	TM XIII Nightshifts	EBOOK

### Forum

No.	Judul	Peserta Aktif
1	TM XIII Nightshifts	25

### Tugas

No.	Judul	Deskripsi
1	Menyanyikan mars dan Hymne STEI	Menyanyikan lagu tersebut dengan sempurna TIDAK BOLEH lipsinc

### Ujian

No.	Judul	Jenis
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## Pertemuan 14

Waktu 09-06-2021 s/d 19-06-2021  
Judul Athlete's Warehouse  
It was a cold day in February 1986 when Colin and Ed Power of Grand Falls, Newfoundland were out for their daily training run. During these runs the brothers often discussed possible business ventures and the decisions they would face. This day the topic was whether they should open a quality sports shoes and clothing business and, if yes, where it should be located.

Deskripsi  
Kehadiran Mahasiswa 0.00 %

### Materi Kuliah

No.	Judul	Jenis Materi
1	Athlete's Warehouse	EBOOK

### Forum

No.	Judul	Peserta Aktif
1	Athlete's Warehouse	22

### Tugas

No.	Judul	Deskripsi
1	syarat mengikuti UJIAN AKHIR SEMESTER	1. WAJIB MENCETAK KARTU UJIAN DI SIKAD (bila ada kendala silahkan hubungi bagian keuangan.2. DOWNLOAD KARTU UJIAN TSB. DI ESTUDY pda menu tugas dipertemuan 15 utk setiap mk yg diikuti.

#### Ujian

No.	Judul	Jenis
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#### Pertemuan 15

Waktu 13-02-2021 s/d 13-02-2021

Judul

Deskripsi

Kehadiran Mahasiswa 0.00 %

#### Materi Kuliah

No.	Judul	Jenis Materi
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#### Forum

No.	Judul	Peserta Aktif
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#### Tugas

No.	Judul	Deskripsi
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#### Ujian

No.	Judul	Jenis
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#### Pertemuan 16

Waktu 13-02-2021 s/d 13-02-2021

Judul

Deskripsi

Kehadiran Mahasiswa 0.00 %

**Materi Kuliah**

No.	Judul	Jenis Materi
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**Forum**

No.	Judul	Peserta Aktif
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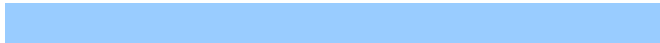
**Tugas**

No.	Judul	Deskripsi
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**Ujian**

No.	Judul	Jenis
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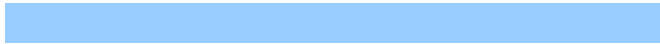




<b>Deskripsi</b>	<b>Jenis File</b>
penjelasan tata tertib kelas	EBOOK

<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
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<b>Durasi</b>	<b>Nilai Rata-rata</b>
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Deskripsi	Jenis File
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<p>In August of 1994, Linda Smith, owner/operator of Linda's Bed &amp; Breakfast in Westside, 15 kilometres west of downtown Halifax, Nova Scotia, assessed the current peak season and the upcoming off season. For bedand-breakfasts, the peak season was the middle of May to the middle of October and the off-season was the end of October through until May. The tourism and travel business had been good and had improved over the last two years, however, the off-season continued to be slow. Linda was concerned about increasing revenues during both seasons and wondered how she might do so.</p>	<p>EBOOK</p>
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<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
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<b>Durasi</b>	<b>Nilai Rata-rata</b>
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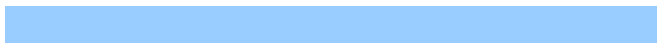


Deskripsi	Jenis File
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<p>In March, 1990 John Miles and John Potter, equal partners in the Toronto-based food brokerage firm Betmar, purchased the assets and trademarks of Millie's Hand Cooked Potato Chips from a receiver.</p> <p>When the deal closed, Miles returned to his native Nova Scotia to re-establish the business. He expected to be able to have the unique chips back on the Nova Scotia market in six weeks. In order to turn the business around quickly, Miles needed to determine what had gone wrong. How could Millie's sales have increased from \$500,000 to \$3 million in three years and the company still have gone out of business?</p>	<p>EBOOK</p>
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<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
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<b>Durasi</b>	<b>Nilai Rata-rata</b>
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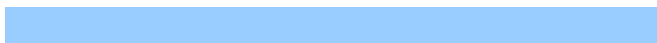


Deskripsi	Jenis File
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<p>In May of 1990, Aubrey Palmeter and Loma Bremner, were preparing their presentation for the June 1990 meeting of the Atlantic Canada Plus (ACP) Board of Directors. Aubrey and Loma were the Executive Director and Promotions Manager respectively of Atlantic Canada Plus located in Dartmouth, Nova Scotia. The Board had drafted a revised mission statement which read: "To create opportunities in Atlantic Canada by promoting and marketing goods and services produced in the region." Aubrey and Loma would be responsible for developing a promotional plan to fulfil the Board's mission.</p>	<p>EBOOK</p>
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<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
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<b>Durasi</b>	<b>Nilai Rata-rata</b>
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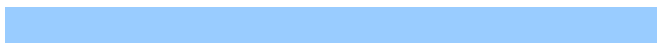
Deskripsi	Jenis File
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<p>In January 1989, Sue Sparkes, owner of Sweetn's, a women's clothing store in downtown St John's, Newfoundland, was reviewing the data she had just received from her consultant. The data had been obtained from the 1986 census in order to update Sweetn's customer profile and to identify census tract areas from which the store should be drawing customers but was not. She needed this information before the spring sales period started. Further, she was contemplating opening a second store and was wondering if the data would help in making a decision with respect to location.</p>	<p>EBOOK</p>
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<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
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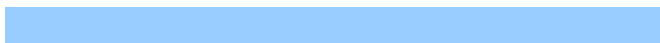
<b>Durasi</b>	<b>Nilai Rata-rata</b>
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Deskripsi	Jenis File
<p>Martha Lawrence* and Shelley MacDougall</p> <p>In February 1999, Kent Groves sat in a coffee shop thinking about his company's new site on the World Wide Web. As president of Maritime Trading Company, a small business he started in 1993, he still made most of the decisions for the company.</p>	<p>EBOOK</p>

Jumlah File Berkumpul	Nilai Rata-rata
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Durasi	Nilai Rata-rata
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Deskripsi	Jenis File
<p>On an unseasonably hot New Brunswick June day, it seemed odd to be discussing the winter sport of curling, but that's what Ray Brennan and Clayton Buckingham found themselves doing in mid 1989. The two men had met at the Florenceville Curling Club (FCC) to discuss the future of the 32 year old institution.</p>	<p>EBOOK</p>

Jumlah File Berkumpul	Nilai Rata-rata
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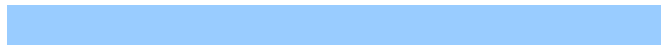
Durasi	Nilai Rata-rata
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Deskripsi	Jenis File
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Jumlah File Berkumpul	Nilai Rata-rata
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Durasi	Nilai Rata-rata
59 menit	44.74

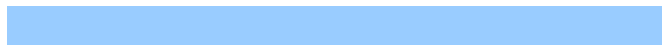


Deskripsi	Jenis File
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<p>It was the last Friday afternoon in August 1991. Four third-year Acadia University students, who had just returned for the fall semester, were meeting at the Student's 50-50 lounge. Before classes started, Randy Ansems, Stephen Connor, Steve Robart and Greg Simpson had to decide whether to turn a course project, an inter-high school newspaper, into a business.</p>	<p>EBOOK</p>
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<p><b>Jumlah File Berkumpul</b></p>	<p><b>Nilai Rata-rata</b></p>
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<p><b>Durasi</b></p>	<p><b>Nilai Rata-rata</b></p>
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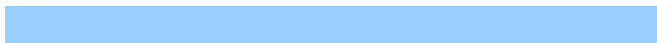


Deskripsi	Jenis File
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<p>"It was the best of times, it was the worst of times."          These words from Charles Dickens' A Tale of Two Cities seemed especially apt to Paul Thompson as he was lying in his hospital bed. It was 7:00 pm, March 8, 1987, and Paul had a lot on his mind. Just three months ago he had left a steady, secure job to take over a large, bankrupt gas bar and convenience store in Mount Pearl, Newfoundland, now known as Thompson's Pipeline Limited. While things seemed to be running smoothly, a number of issues that affected the profitability of the business needed to be addressed. Uppermost in Paul's mind was the utilization of non-selling space. In particular, Paul was considering installing a separate business in this space and was presently reviewing several options</p>	<p>EBOOK</p>
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<b>Jumlah File Terkumpul</b>	<b>Nilai Rata-rata</b>
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<b>Durasi</b>	<b>Nilai Rata-rata</b>
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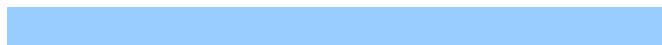
Deskripsi	Jenis File
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<p>In November 1990, Carolyn Kimball, owner of the "A Cut Above Hair Design" beauty salon in Wolfville, Nova Scotia, was undertaking an extensive review of her firm's marketing strategy. The industry data before her indicated that small, privately-owned beauty salons like hers were progressively losing ground to a growing number of national franchises. Furthermore, according to the most recent figures provided by the Nova Scotia Association of Hairdressers, there were almost twice as many beauty salons per thousand residents in Wolfville as compared to the Halifax-Dartmouth area. In other words, Wolfville had become a very competitive market. In order to deal with these new challenges, "A Cut</p>	<p>EBOOK</p>
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<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
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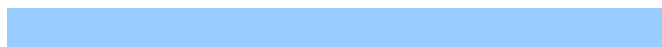
<b>Durasi</b>	<b>Nilai Rata-rata</b>
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Deskripsi	Jenis File
<p>In October 1989, Sue and Lisa reviewed the first operating season of their adventure park.</p> <p>Strategic Adventure Park, located 30 miles from a major maritime city, catered to young adults who enjoyed active war games. The partners were discussing future options and needed to decide on what action should be taken because profits fell far short of projected levels.</p>	EBOOK

Jumlah File Terkumpul	Nilai Rata-rata
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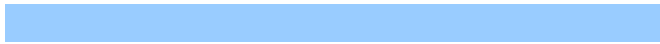
<b>Durasi</b>	<b>Nilai Rata-rata</b>
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<b>Deskripsi</b>	<b>Jenis File</b>
<p>This year I am going to do something for myself; this is my twenty-third year and it's going to be a great one," Karen Daly whispered these words to herself as the clock struck midnight on December 31, 1992 and she hugged her husband, Paul.</p>	EBOOK

<b>Jumlah File Berkumpul</b>	<b>Nilai Rata-rata</b>
26	73.26923077

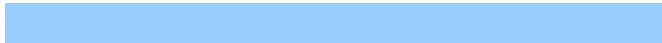
<b>Durasi</b>	<b>Nilai Rata-rata</b>
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Deskripsi	Jenis File
<p>It was a cold day in February 1986 when Colin and Ed Power of Grand Falls, Newfoundland were out for their daily training run. During these runs the brothers often discussed possible business ventures and the decisions they would face. This day the topic was whether they should open a quality sports shoes and clothing business and, if yes, where it should be located.</p>	EBOOK

Jumlah File Berkumpul	Nilai Rata-rata
26	100

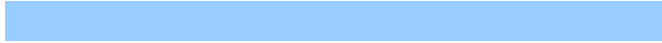
Durasi	Nilai Rata-rata
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Deskripsi	Jenis File
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Jumlah File Berkumpul	Nilai Rata-rata
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Durasi	Nilai Rata-rata
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Deskripsi	Jenis File
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Jumlah File Berkumpul	Nilai Rata-rata
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Durasi	Nilai Rata-rata
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## Data Nilai

Prodi : MANAJEMEN  
 Kode test : MJM490/2  
 Mata Kuliah : SEMINAR PEMASARAN

Semester : 2020/2021Genap  
 Pengajar : AGUSTIAN BURDA  
 Status : Publish, 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	2114000124	NURLIYANTI	84.62	85	63	42	65.45	2.75	B-
2	2115000040	ADITIAS DWI ARNANDA	76.92	56	0	56	41.29	0	E
3	21150000457	ANDRI FADHILAH	69.23	87.50	73	52	70.67	3	B
4	21160000175	RANI LUFHIANI	100	87.50	63	48	69.55	3	B
5	21160000184	ARIEF BAGJA WICAKSONO	100	80	79	42	70.3	3	B
6	21170000097	ANISSA AODINATASYA	92.31	87.50	65	42	67.58	2.75	B-
7	21170000101	ASTIKA DWISAPTA NOVITA	100	90	60	40	67	2.75	B-
8	21170000123	FRISMA FEBRIYANTI ASTUTI	100	87.50	81	74	82.75	4	A
9	21170000134	DEVI TIYA AYU RUNIYA WATI	100	91.50	100	42	80.05	4	A
10	21170000145	MUHAMMAD RIYANTO	100	85	67	46	69.4	3	B
11	21170000169	DON BOSCO MULA HORAS	69.23	85	36	42	55.82	1	D
12	21170000183	MUHAMMAD ROSIDI	100	87.50	65	48	70.15	3	B
13	21170000186	RESICA PRATIWI	92.31	89	75	44	71.63	3	B
14	21170000194	KHAIRUL DEWI KUSUMA	38.46	80	22	38	45.85	0	E
15	21170000199	PUTRI OKTAVIANI	92.31	87.50	47	42	62.18	2.5	C+
16	21170000200	HAFIZH SETIAWAN	100	85	63	44	67.59	2.75	B-
17	21170000212	SHAWITRI WIDYASARI	100	90	84	42	74.8	3.5	B+
18	21170000213	TITI MARYATI	84.62	85	82	42	71.16	3	B
19	21170000222	ALDIVA KOES HERLYUDYA	100	82.50	54	40	62.95	2.5	C+

20	21170000233	FARA AMITHA	92.31	89	100	42	78.53	3.75	A-
21	21170000250	SHINTIA ARIYANTI	92.31	87.50	75	42	70.58	3	B
22	21170000261	RIAS SAFARANTI	100	93	100	42	80.5	4	A
23	21170000361	ELVIA ROSA BR GIRSANG	69.23	87.50	36	36	54.77	1	D
24	21170000362	RIVIANA KAMILA	100	87.50	95	44	77.95	3.75	A-
25	21170000379	RESTU PUTRI KEMUNING	100	85	82	58	77.5	3.75	A-
26	21170000398	RAHMIDA DAULAY	100	85	78	42	71.5	3	B
27	21197000370	ARLEN YOSUANDY	92.31	85	51	36	60.83	2	C
<b>Total</b>			<b>2446.17</b>	<b>2308.50</b>	<b>1796</b>	<b>1208</b>	<b>1838.37</b>	<b>0</b>	
<b>Rata-rata</b>			<b>90.60</b>	<b>85.50</b>	<b>66.52</b>	<b>44.74</b>	<b>68.09</b>	<b>0</b>	

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