


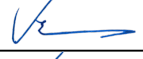





BERITA ACARA PERKULIAHAN SEMESTER GANJIL TAHUN AKADEMIK 2021/2022

MATA KULIAH / KELAS Manajemen Pemasaran I / F1.201
DOSEN JEN ZA HANS, Ph.D.
PROGRAM STUDI MANAJEMEN
SEMESTER/BOBOT 3 / 3SKS
RUANG/LAB -
HARI/JAM -
JUMLAH MAHASISWA 21

KE	Tanggal	Materi	Jam Mulai	Jam Selesai	Mhs. Hadir	Paraf Dosen
1	2021-09-14	Introduction to Marketing Management, Ikigai Self Marketing (Curriculum Vitae Presentation)	18:30:00	21:00:00	15	
2	2021-09-21	Penjelasan tugas untuk Powerpoint Self Marketing & Ikigai dan 18 Guiding Principles of Marketing Company	18:30:45	21:00:00	14	
3	2021-09-28	Presentasi Mahasiswa 18 Guiding Principles of Marketing Company Sesi 1	18:45:17	21:00:00	17	
4	2021-10-05	Presentasi Mahasiswa 18 Guiding Principles of Marketing Company Sesi 2	18:45:48	21:00:00	17	
5	2021-10-12	Manajemen Pemasaran: Mind Share, Heart Share & Market Share	18:31:30	21:01:01	20	
6	2021-10-19	Manajemen Pemasaran: Strategi Pemasaran, Taktik Pemasaran & Nilai Pemasaran	18:32:14	21:01:05	20	
7	2021-10-26	How to win the mind share, how to win the heart share & how to win the market share	18:30:00	21:00:00	21	
8	2021-11-02	How to win the mind share by applying marketing strategy, how to win the heart share by applying marketing value, how to win the market share by applying marketing tactic	18:30:46	21:00:28	21	
9	2021-11-09	UTS Manajemen Pemasaran dikerjakan di E-learning	19:00:00	21:00:05	21	
10	2021-11-16	Positioning, Differentiation & Brand (PDB) Part 1	18:31:02	21:00:56	20	
11	2021-11-23	Positioning, Differentiation, Brand (PDB) Part 2	18:31:23	21:00:28	20	

12	2021-11-30	Presentasi Mahasiswa PDB (Positioning Differentiation Brand)	18:30:20	21:00:00	19	
13	2021-12-07	Marketing 1.0, 2.0, 3.0, 4.0 & 5.0 dari Markplus Hermawan Kartajaya	18:30:34	21:00:00	19	
14	2021-12-14	Bedah Buku Marketing 5.0	18:30:01	21:00:00	20	
15	2021-12-21	Bedah Buku Marketing 5.0	18:48:16	21:00:00	20	
16	2022-01-18	UAS Manajemen Pemasaran Kelas F1.201 Semester Ganjil 2021/2022	19:00:00	21:00:00	17	

Ketua Program Studi,



SUSANTI WIDHIASTUTI, Dr., M.M.

18	2020511357	TEDI FIRMANSYAH	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
19	2020511386	ANNISA NUR HASANAH	H	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	15
20	2020511426	LISTIYANA ANGGRAYENI	A	A	A	A	H	H	H	H	H	A	A	A	A	H	H	A	7
21	2021512353	MUTIARA GITA PERTIWI	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	15

Dosen,



JEN ZA HANS, Ph.D.




REKAPITULASI PENILAIAN PEMBELAJARAN SEMESTER GANJIL TAHUN AKADEMIK 2021/2022

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JUMLAH MAHASISWA 21

No	NIM	Nama Mahasiswa	Kehadiran	Tugas	UTS	UAS	Total Skor	Nilai Akhir
1	2020511195	AFIFAH NURAENI	88	92	90	90	91	A
2	2020511198	AFRIZAL NURDIANSYAH	88	90	89	92	91	A
3	2020511203	SALSABILAH LUTPIANA PADILAH	100	92	92	87	92	A
4	2020511208	BIONLIE FANKY	100	50	90	89	77	B+
5	2020511209	RD. MUHAMAD LUCKY ARDHIEANSYACH	63	0	90	0	25	E
6	2020511211	PIKIH PATAHILAH	100	90	87	89	91	A
7	2020511213	MUHAMAD SAEFULLOH AFFAN	100	90	95	94	94	A
8	2020511222	INTAN DEWI HASTUTI	100	91	89	87	91	A
9	2020511223	TUTI ALAWIYAH	81	80	88	92	86	A-
10	2020511224	ALIFYAA SHABRINA	94	50	88	90	76	B+
11	2020511226	DEWI ERLINA APRILIANI	88	90	89	91	90	A
12	2020511232	ALVINA DAMAYANTI	100	90	90	90	91	A
13	2020511233	VUNNY NOER RAHMAWATI	100	90	93	93	93	A
14	2020511243	RIANDONA ARDI IRAWANSYAH	94	93	89	89	91	A
15	2020511249	WISNU ANDI PRASETYO	75	50	94	80	72	B
16	2020511255	RACHMATIA INDRIANTI	88	88	87	84	87	A-
17	2020511259	SINTIA AYU PRATAMA	94	92	93	88	91	A
18	2020511357	TEDI FIRMANSYAH	100	86	88	86	88	A-

19	2020511386	ANNISA NUR HASANAH	94	90	92	89	91	A
20	2020511426	LISTIYANA ANGGRAYENI	44	89	90	90	86	A-
21	2021512353	MUTIARA GITA PERTIWI	94	80	95	88	88	A-

Dosen,



JEN ZA HANS, Ph.D.