





BERITA ACARA PERKULIAHAN SEMESTER GANJIL TAHUN AKADEMIK 2020/2021

MATA KULIAH / KELAS Manajemen Pemasaran II / 11.181
DOSEN HERU MULYANTO, Dr.
PROGRAM STUDI MANAJEMEN
SEMESTER/BOBOT 4 / 3SKS
RUANG/LAB -
HARI/JAM -
JUMLAH MAHASISWA 10

| KE | Tanggal | Materi | Jam Mulai | Jam Selesai | Mhs. Hadir | Paraf Dosen |
|----|------------|---|-----------|-------------|------------|-------------|
| 1 | 2020-09-26 | TM01-Konsep dan Komponen Taktik Pemasaran: Tujuan Kebijakan; Konsep; Komponen | 15:03:11 | 17:37:44 | 10 | |
| 2 | 2020-10-03 | TM02-Konsep Pengembangan Produk Baru: Penataan Organisasi; Proses Pengembangan Gagasan, Konsep-Strategi, Produk-Komersialisasi; Penggunaan Konsumen | 15:08:19 | 17:37:26 | 9 | |
| 3 | 2020-10-10 | TM03-Memasuki Pasar Luar Negeri: Keputusan Pasar, Cara, Program, Organisasi Pemasaran | 15:07:15 | 17:37:46 | 8 | |
| 4 | 2020-10-17 | TM04-Produk dan Merek: Produk dan Bauran Produk; Keputusan lini produk; Keputusan merek; Pengemasan dan pelabelan | 15:03:11 | 17:37:51 | 7 | |
| 5 | 2020-10-24 | TM05-Merancang dan Mengelola Jasa: Hakekat; Strategi Pemasaran; Mengelola Jasa Dukungan Produk | 15:05:04 | 17:37:55 | 8 | |
| 6 | 2020-11-07 | TM06-Mengembangkan strategi dan program Harga: Menetapkan; Menyesuaikan; Memulai dan Menanggapi Perubahan Harga | 15:05:51 | 17:37:57 | 7 | |
| 7 | 2020-11-14 | TM07-Merancang dan Mengelola Jaringan Nilai dan Saluran Pemasaran: Pengertian; Tugas; Keputusan; Dinamika saluran | 15:06:21 | 17:08:00 | 7 | |
| 8 | 2020-11-21 | TM08-UTS | 15:00:11 | 17:00:41 | 10 | |

| | | | | | | |
|----|------------|---|----------|----------|---|----|
| 9 | 2020-11-28 | TM09-Mengelola eceran, pedagang besar, dan logistik pasar | 15:01:46 | 17:30:00 | 8 | fh |
| 10 | 2020-12-05 | TM10-Mengelola Komunikasi Pemasaran Terpadu: Proses, Pengembangan, Bauran, Pengelolaan Komunikasi Pemasaran Terpadu | 15:02:45 | 17:30:00 | 9 | fh |
| 11 | 2020-12-12 | TM11-Mengelola iklan, promosi penjualan, hubungan masyarakat, dan pemasaran langsung | 15:00:40 | 17:30:00 | 7 | fh |
| 12 | 2020-12-19 | TM12-Selling: Konsep dan Model | 15:01:08 | 17:30:00 | 7 | fh |
| 13 | 2021-01-07 | TM13-Sales Management | 18:30:52 | 21:30:00 | 5 | fh |
| 14 | 2021-01-09 | TM14-Mengelola upaya pemasaran total | 15:01:42 | 17:30:00 | 5 | fh |
| 15 | 2021-01-16 | TM15-Kajian Penerapan Manajemen Pemasaran: Kebijakan Strategi, Taktik, Value | 15:00:03 | 17:30:00 | 8 | fh |
| 16 | 2021-01-30 | TM16-UAS | 15:00:37 | 17:30:00 | 9 | fh |

Ketua Program Studi,


SUSANTI WIDHIASTUTI, Dr., M.M.



DAFTAR KEHADIRAN MAHASISWA SEMESTER GANJIL TAHUN AKADEMIK 2020/2021

MATA KULIAH / KELAS Manajemen Pemasaran II / I1.181
DOSEN HERU MULYANTO, Dr.
PROGRAM STUDI MANAJEMEN
SEMESTER/BOBOT 4 / 3SKS
RUANG/LAB -
HARI/JAM -
JUMLAH MAHASISWA 10

| No | NIM | Nama Mahasiswa | TANGGAL KEHADIRAN | | | | | | | | | | | | | | | | Jml |
|----|------------|--------------------------------|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----|
| | | | 2020-09-26 | 2020-10-03 | 2020-10-10 | 2020-10-17 | 2020-10-24 | 2020-11-07 | 2020-11-14 | 2020-11-21 | 2020-11-28 | 2020-12-05 | 2020-12-12 | 2020-12-19 | 2021-01-07 | 2021-01-09 | 2021-01-16 | 2021-01-30 | |
| 1 | 2017521430 | RIDWAN ENDRI YAPAN | H | H | H | H | H | A | A | H | H | H | A | A | A | A | H | A | 9 |
| 2 | 2018511365 | RIMA APRIZILIA ZEKAWATI | H | H | H | A | H | H | H | H | A | A | A | A | A | A | H | H | 9 |
| 3 | 2018511368 | ERISKI WIDIYA PANGESTIKA | H | H | H | A | A | H | H | H | H | H | H | H | A | A | H | H | 12 |
| 4 | 2018511369 | RIZQI ZULHIJAYATI | H | A | A | A | H | A | A | H | H | H | H | H | H | H | H | H | 11 |
| 5 | 2018511370 | SYALMA AMANDA | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | H | 16 |
| 6 | 2018511386 | MEIVYA GRACIA CAROLINE SONDAKH | H | H | H | H | H | H | H | H | A | H | H | H | H | A | H | H | 14 |
| 7 | 2018511390 | YOESHAK APRIYAN. S | H | H | A | H | H | H | H | H | H | H | H | H | H | H | A | H | 14 |
| 8 | 2018511391 | MULYATI | H | H | H | H | H | H | H | H | H | H | H | H | A | H | H | H | 15 |
| 9 | 2018511401 | WATI WIDIASTUTI | H | H | H | H | A | H | H | H | H | H | A | A | A | A | A | H | 10 |
| 10 | 2019522543 | MOHAMAD AMIN | H | H | H | H | H | A | A | H | H | H | H | H | H | H | H | H | 14 |

Dosen,

HERU MULYANTO, Dr.



REKAPITULASI PENILAIAN PEMBELAJARAN SEMESTER GANJIL TAHUN AKADEMIK 2020/2021

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HARI/JAM -
JUMLAH MAHASISWA 10

| No | NIM | Nama Mahasiswa | Kehadiran | Tugas | UTS | UAS | Total Skor | Nilai Akhir |
|----|------------|--------------------------------|-----------|-------|-----|-----|------------|-------------|
| 1 | 2017521430 | RIDWAN ENDRI YAPAN | 56 | 75 | 50 | 90 | 74 | B |
| 2 | 2018511365 | RIMA APRIZILIA ZEKAWATI | 56 | 55 | 85 | 90 | 74 | B |
| 3 | 2018511368 | ERISKI WIDIYA PANGESTIKA | 75 | 83 | 85 | 90 | 86 | A- |
| 4 | 2018511369 | RIZQI ZULHIJAYATI | 69 | 75 | 95 | 90 | 84 | A- |
| 5 | 2018511370 | SYALMA AMANDA | 100 | 75 | 85 | 85 | 83 | A- |
| 6 | 2018511386 | MEIVYA GRACIA CAROLINE SONDAKH | 88 | 30 | 95 | 85 | 69 | B- |
| 7 | 2018511390 | YOESHAK APRIYAN. S | 88 | 75 | 95 | 90 | 86 | A- |
| 8 | 2018511391 | MULYATI | 94 | 88 | 95 | 95 | 93 | A |
| 9 | 2018511401 | WATI WIDIASTUTI | 63 | 55 | 95 | 90 | 77 | B+ |
| 10 | 2019522543 | MOHAMAD AMIN | 88 | 75 | 95 | 80 | 83 | A- |

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