

Referensi : Referensi : PRN2020-02/24375-25880

Tahun Akd : 2020/2021 /Periode : 02

Mata Kuliah : MKB-415M-MANAJEMEN PEMASARAN

Waktu : 1300 s/d 1600- Kelas: A

Dosen (0255)-Dr. Ir. Bilson Simamora, M.M.

Hari : 2Ruang : 1.3

NIM	Semester	W01	W02	W03	W04	W05	W06	W07	W08	W09	W10	W11	W12	W13	W14	Hadir	Pertemuan
25190010 - MICHELLE HALIM	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
23190302 - WILLSON	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
21190533 - ANSELL HERMAWAN	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
26190538 - RICO CAESARIA CHRISTY	04	X	H	X	X	X	X	X	H	X	X	X	X	H	H	0	3
21190265 - CALVIN	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
23190094 - VINNY NURDIN	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H	0	3
26190321 - WILIARDO	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
25190434 - ARUL FAHMI JULIANTO	04	X	H	H	H	X	H	X	H	H	H	H	X	H	X	0	3
20190040 - JASON MULIANA	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
27190041 - VALDRIANO	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
24190042 - HARIS NURSALIM	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
21190043 - INDHIKA ISKANDAR	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H	0	3
28190044 - MARCELLINUS	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
29190289 - MELZAR DERUSH JACK PESIK	04	H	H	H	H	H	H	H	H	H	H	H	H	H	X	0	3
28190367 - ANDRI SIDABUTAR	04	H	H	H	H	X	H	H	H	H	H	H	H	H	H	0	3
20190181 - CHRISTINA ELLENA RUSLIM	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
24190345 - ANDREA CINDY	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
29190360 - NATHANIA HANA PRATIWI	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
20190121 - NAUVALE WONGKAREN	04	H	H	H	H	H	H	H	H	H	H	H	X	H	X	0	3
27190359 - AQILLA SYACHJEHAN RAFSANJANI	04	H	H	H	H	H	H	H	H	H	H	H	H	X	X	0	3
24190037 - HILDA AINI SIFA	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
27190384 - SUCI RAMANDHA DWI DARYANTO	04	H	H	H	H	H	H	X	H	H	H	X	H	H	H	0	3
21190346 - GABRIEL DI OKTA	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
27190379 - SELVIA	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
23190322 - STEVEN ADITYA CHANDRA	04	H	H	H	X	H	H	H	H	H	H	H	H	H	X	0	3
29190380 - NATHASYA LEONITA	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
27190405 - CHRISTIANUS ADITYO SUPRIYATNO	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
26190417 - DENNY	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
20190282 - BRIYANTA IMMANUEL	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
23190155 - ANDRE SURYA PRATAMA	04	H	H	H	H	H	H	H	H	H	H	H	H	H	H	0	3
21190285 - KALVIN	04	H	H	H	H	H	H	H	H	H	H	H	H	X	H	0	3
23160160 - HANSEN FERNALDY	10	X	H	H	H	H	H	H	H	H	X	X	X	X	X	0	14
27190430 - IPAN	04	X	H	H	H	H	X	H	H	H	H	H	X	H	X	0	3
20170419 - ANDRIAN GUNAWAN	08	X	X	H	H	H	X	H	H	H	H	X	X	X	X	0	14
25170474 - KORNELIUS FIRST RAYMOND WU	04	X	X	X	H	H	H	X	H	H	H	H	X	H	X	0	14

Laporan Realisasi Perkuliahan

Referensi : PRN2020-02/24375-25880

Kode / Nama Universitas: 39009 - Institut Bisnis dan Informatika Kwik Kian Gie
 Program/ Program Studi : STRATA 1 Manajemen
 Tahun Akademik/Periode : 2020/2021 Reguler Genap
 Kode/ Nama Mata Kuliah : MKB-415M MANAJEMEN PEMASARAN
 Nama Pengajar/Dosen : (0255)-Dr. Ir. Bilson Simamora, M.M.

Hari : Selasa
 Kelas : A
 Ruang : 1.3
 Waktu : 1300 1600
 Jml Mhs:35

No	Tanggal	Materi / Topik Kuliah Per Pertemuan	Verifikasi Mahasiswa	Jumlah Hadir
1	23-02-2021	Pemasaran Abad 21.		29
2	02-03-2021	Mengembangkan Strategi dan Rencana Pemasaran		33
3	09-03-2021	Mengembangkan Strategi dan Rencana Pemasaran		33
4	16-03-2021	Menciptakan Loyalitas Jangka panjang		32
5	23-03-2021	Menciptakan Ekuitas merek		32
6	30-03-2021	Managing brand equity		32
7	06-04-2021	Creating brand equity		31
9	27-04-2021	Product Strategy		34
10	04-05-2021	Service Marketing		33
11	25-05-2021	Strategi dan Program Harga		31
12	05-06-2021	Retailing Management		26
13	08-06-2021	Marketing communication: Advertising and Sales Promotion		31
14	15-06-2021	Event, Sponsorship, and Public Relation		26
15	22-06-2021	Advertising, sales promotion, direct marketing, and word of mouth		29

Jakarta, 14-Sep-2021

Dibuat oleh

Diketahui oleh Korbid/KaProgdi

Dr. Ir. Bilson Simamora, M.M.

[_____]



KWIK KIAN GIE
SCHOOL OF BUSINESS

INSTITUT BISNIS DAN INFORMATIKA KWIK KIAN GIE

LAPORAN NILAI AKHIR

Tahun akademik : 2020/2021

Semester : Genap

Dosen : Dr. Ir. Bilson Simamora, M.M.

MKB-415M - MANAJEMEN PEMASARAN

Kelas : A

Jumlah Tugas : 5

NO.	NIM	NAMA	H1	H2	H3	H4	H5	RATA2 H (30 %)	UTS (35 %)	UAS (35 %)	AKHIR	HURUF
1	20170419	ANDRIAN GUNAWAN	0	0	0	0	0	0.00			0	I
2	20190040	JASON MULIANA	92	60	47	58	95	70.40	88	70	76.42	B+
3	20190121	NAUVALE WONGKAREN	17	56	0	0	60	26.60	67	62	53.13	D
4	20190181	CHRISTINA ELLENA RUSLIM	92	65	100	58	95	82.00	76	86	81.3	A-
5	20190282	BRIYANTA IMMANUEL	92	56	80	75	95	79.60	70	57	68.33	B
6	21190043	INDHIKA ISKANDAR	92	60	40	58	70	64.00	76	65	68.55	B
7	21190265	CALVIN	42	56	73	83	95	69.80	83	81	78.34	B+
8	21190285	KALVIN	100	56	0	0	70	45.20	67	56	56.61	C
9	21190346	GABRIEL DI OKTA	33	56	47	33	95	52.80	80	64	66.24	B-
10	21190533	ANSELL HERMAWAN	83	75	73	0	70	60.20	91	87	80.36	A-
11	23160160	HANSEN FERNALDY	0	0	0	0	0	0.00	43		15.05	I
12	23190094	VINNY NURDIN	92	60	87	0	70	61.80	81	86	76.99	B+
13	23190155	ANDRE SURYA PRATAMA	100	56	93	58	95	80.40	70	56	68.22	B
14	23190302	WILLSON	83	75	73	75	95	80.20	82	86	82.86	A-
15	23190322	STEVEN ADITYA CHANDRA	33	56	47	33	60	45.80	71	73	64.14	B-
16	24190037	HILDA AINI SIFA	50	56	0	0	70	35.20	55	58	50.11	D
17	24190042	HARIS NURSALIM	83	65	53	58	95	70.80	85	69	75.14	B+
18	24190345	ANDREA CINDY	92	65	87	58	96	79.60	75	87	80.58	A-
19	25170474	KORNELIUS FIRST RAYMOND WU	58	0	0	0	0	11.60	36	51	33.93	E
20	25190010	MICHELLE HALIM	83	75	80	75	95	81.60	91	87	86.78	A
21	25190434	ARUL FAHMI JULIANTO	0	56	0	0	56	22.40	67	61	51.52	D
22	26190321	WILIARDO	75	75	87	75	95	81.40	76	85	80.77	A-
23	26190417	DENNY	67	56	87	75	95	76.00	87	69	77.4	B+
24	26190538	RICO CAESARIA CHRISTY	0	0	0	0	0	0.00	59	51	38.5	E

NO.	NIM	NAMA	H1	H2	H3	H4	H5	RATA2 H (30 %)	UTS (35 %)	UAS (35 %)	AKHIR	HURUF
25	27190041	VALDRIANO	83	60	53	66	95	71.40	72	67	70.07	B
26	27190359	AQILLA SYACHJEHAN RAFSANJANI	0	56	0	66	60	36.40	82	61	60.97	C+
27	27190379	SELVIA	42	56	0	50	95	48.60	57	65	57.28	C
28	27190384	SUCI RAMANDHA DWI DARYANTO	0	56	80	75	60	54.20	73	52	60.01	C+
29	27190405	CHRISTIANUS ADITYO SUPRIYATNO	83	56	87	58	70	70.80	83	71	75.14	B+
30	27190430	IPAN	0	0	0	0	0	0.00	72	40	39.2	E
31	28190044	MARCELLINUS	92	60	40	66	95	70.60	77	67	71.58	B
32	28190367	ANDRI SIDABUTAR	83	56	0	60	70	53.80	85	62	67.59	B-
33	29190289	MELZAR DERUSH JACK PESIK	83	56	0	60	70	53.80	79	64	66.19	B-
34	29190360	NATHANIA HANA PRATIWI	42	56	60	58	95	62.20	63	55	59.96	C
35	29190380	NATHASYA LEONITA	83	75	93	58	95	80.80	91	85	85.84	A

**Diserahkan Ke BAAK
Pada Tanggal**

**Jakarta, 17 Juli 2021
Dosen Ybs,**

(Martauli Lismora P., S.E., M.M.)

(Dr. Ir. Bilson Simamora, M.M.)