

Referensi : PRN2020-02/24376-25881

Mata Kuliah : MKB-415M-MANAJEMEN PEMASARAN

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

Tahun Akd : 2020/2021 /Periode : 02

Waktu : 1000 s/d 1300- Kelas: B

Hari : 2Ruang : 1.6

NO.	NIM	Semester	W01	W02	W03	W04	W05	W06	W07	W08	W09	W10	W11	W12	W13	W14
1	20190055 - THERESA MULIA A. KAMBEY	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
2	25190171 - MARCELLA LILIANA	04	H	H	H	H	H	H	H	H	H	H	H	X	X	X
3	29170249 - BRADLEY IVERSEN	08	H	H	X	X	X	X	X	X	X	X	X	X	X	X
4	25190005 - FELYSLIA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
5	27190096 - LIUSSETIAWAN ANDY	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
6	29190229 - STEVEN	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
7	20190161 - FRIESCA GRACIA CUNG	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
8	27190157 - NATALIA REBECCA AUDREY WIJAYA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
9	26190149 - VANIA INDAH WIGATI	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
10	22190132 - THEODORA LADY ROSARI	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
11	28190352 - ERIC CHRISTOPHER	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
12	21190351 - VINCENT KUSWANTO	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
13	25190353 - BOBBY JUNIOR	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
14	25190212 - SISCA CAHYADI SALIM	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
15	29190234 - ANDREAS WONGSO PUTRA	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
16	27190137 - BILLY FEBRIAN ANDRIYANTO	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
17	22190086 - ERIT ZANLEX	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
18	22190006 - KRISTOFER	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
19	29190032 - ENDRU	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
20	22190187 - RANDY	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
21	29190269 - RADELLA ANGELICA LUVENA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
22	21190427 - ENDANG SAEPULOH	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
23	24190431 - MOHAMAD WALDI	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
24	29190436 - ANTHONY CHRISTOPHER	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
25	21190472 - RIZKY KELVIN	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
26	29190067 - IRENE TANNIA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
27	21190159 - JOSEPH JONATHAN SAPUTRA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
28	26190497 - MIGUEL EKA KURNIA	04	H	H	X	H	X	H	X	H	H	H	H	X	H	H
29	23190403 - ATANASIOS AGUNG	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
30	20190242 - SHALSA ELLYA DE GHARCHIA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
31	21190023 - KELVIN IRWANTO	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
32	28190110 - KEVIN	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
33	22190354 - THIO CHARLIE	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
34	24190158 - NATHANAEI MIKHA NUGRAHA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
35	23190100 - ANGELA CALLISTA	04	X	H	H	H	X	H	H	H	H	H	H	X	H	H
36	26190477 - ERVINA	04	H	H	H	H	H	H	H	H	H	X	H	X	H	H
37	29190209 - SHANIA LAWRENCE	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
38	28190125 - JOCELL VANESSA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
39	21190407 - ALVIN TANJAYA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
40	28190312 - CHARLIE FRANSISKUS	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
41	29190416 - TEDDY WIJAYA	04	H	H	H	H	H	H	H	H	I	H	H	X	X	H
42	21190124 - MALVIN TANAKA	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
43	26190356 - RICKY	04	X	X	H	H	H	H	X	H	H	H	H	I	H	H
44	20190257 - MICHAEL WIYANA	04	H	H	H	H	H	X	H	H	H	H	H	I	H	H
45	28190251 - TAN KELVIN	04	H	X	H	H	H	H	H	X	H	H	H	I	H	X
46	29190249 - YOSUA SUNARJO	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
47	23190524 - JULIUS KEVIN	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
48	26190518 - REUVAN SUHENDRA	04	H	H	H	H	H	H	H	H	H	H	H	X	H	H
49	21190184 - CHRISTABELLA VANORA BONGORO	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
50	22190475 - BUNGA GLORIA SARAGIH	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
51	27190238 - ANGELICA CECILYA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
52	23190195 - CLARA AUDINA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
53	23190135 - ELIZABETH SILVIANA PARERA	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
54	22190349 - RAHELIST VALENTINA RICHI MANURUNG	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H
55	20190439 - SELA SELAMET	04	H	H	H	H	H	H	H	H	H	H	H	I	H	H

Laporan Realisasi Perkuliahan

Referensi : PRN2020-02/24376-25881

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 : B
 Ruang : 1.6
 Waktu : 1000 1300
 Jml Mhs:55

No	Tanggal	Materi / Topik Kuliah Per Pertemuan	Verifikasi Mahasiswa	Jumlah Hadir
1	23-02-2021	OK		53
2	02-03-2021	Mengembangkan Strategi dan Rencana Pemasaran		53
3	09-03-2021	Mengembangkan Strategi dan Rencana Pemasaran		51
4	16-03-2021	Menciptakan Loyalitas Jangka panjang		54
5	23-03-2021	Menciptakan Ekuitas merek		52
6	30-03-2021	Brand equity		53
7	06-04-2021	Creating brand equity		52
9	27-04-2021	Product Strategy		51
10	04-05-2021	Servive Marketing		53
11	18-05-2021	Strategi dan program harga		0
11	25-05-2021	Strategi dan Program Harga		53
12	05-06-2021	KP		0
13	08-06-2021	Marketing communication: Advertising and Sales Promotion		53
14	15-06-2021	Event and experience, sponsorship, and public relation		53
15	22-06-2021	Advertising, sales promotion, direct marketing, and word of mouth		54

Jakarta, 14-Sep-2021

Dibuat oleh

Diketahui oleh Korbid/KaProgdi

Dr. Ir. Bilson Simamora, M.M.

[_____]



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 : B

Jumlah Tugas : 6

NO.	NIM	NAMA	H1	H2	H3	H4	H5	H6	RATA2 H (30 %)	UTS (35 %)	UAS (35 %)	AKHIR	HURUF
1	20190055	THERESA MULIA A. KAMBEY	55	65	40	0	14	70	40.67	51	57	50	D
2	20190161	FRIESCA GRACIA CUNG	82	65	100	83	91	85	84.33	100	90	91.8	A
3	20190242	SHALSA ELLYA DE GHARCHIA	91	70	100	58	82	85	81.00	88	73	80.65	A-
4	20190257	MICHAEL WIYANA	68	60	87	75	68	70	71.33	97	65	78.1	B+
5	20190439	SELA SELAMET	50	65	93	58	0	70	56.00	91	83	77.7	B+
6	21190023	KELVIN IRWANTO	50	60	33	0	18	65	37.67	76	57	57.85	C
7	21190124	MALVIN TANAKA	0	60	27	66	32	65	41.67	56	31	42.95	E
8	21190159	JOSEPH JONATHAN SAPUTRA	50	60	53	66	32	85	57.67	73	78	70.15	B
9	21190184	CHRISTABELLA VANORA BONGORO	86	70	80	58	77	85	76.00	89	75	80.2	A-
10	21190351	VINCENT KUSWANTO	59	75	93	50	68	85	71.67	86	75	77.85	B+
11	21190407	ALVIN TANJAYA	59	0	73	50	32	70	47.33	78	50	59	C
12	21190427	ENDANG SAEPULOH	45	60	67	75	41	85	62.17	88	62	71.15	B
13	21190472	RIZKY KELVIN	64	60	100	75	86	85	78.33	78	79	78.45	B+
14	22190006	KRISTOFER	68	56	60	58	0	70	52.00	71	78	67.75	B-
15	22190086	ERIT ZANLEX	55	0	60	58	41	70	47.33	70	76	65.3	B-
16	22190132	THEODORA LADY ROSARI	0	60	0	0	45	56	26.83	73	77	60.55	C+
17	22190187	RANDY	59	80	0	58	100	70	61.17	77	82	74	B+
18	22190349	RAHELIST VALENTINA RICHI MANURUNG	50	65	93	66	95	85	75.67	91	82	83.25	A-
19	22190354	THIO CHARLIE	77	60	0	58	23	65	47.17	79	72	67	B-
20	22190475	BUNGA GLORIA SARAGIH	50	65	93	66	91	85	75.00	87	80	80.95	A-
21	23190100	ANGELA CALLISTA	64	0	0	0	0	45	18.17	78	82	61.45	C+

NO.	NIM	NAMA	H1	H2	H3	H4	H5	H6	RATA2 H (30 %)	UTS (35 %)	UAS (35 %)	AKHIR	HURUF
22	23190135	ELIZABETH SILVIANA PARERA	91	0	0	0	0	45	22.67	85	58	56.85	C
23	23190195	CLARA AUDINA	73	75	87	66	95	85	80.17	93	75	82.85	A-
24	23190403	ATANASIOS AGUNG	50	60	60	58	36	85	58.17	73	76	69.6	B
25	23190524	JULIUS KEVIN	86	60	87	66	64	85	74.67	88	76	79.8	A-
26	24190158	NATHANAEL MIKHA NUGRAHA	68	60	87	58	45	85	67.17	87	66	73.7	B+
27	24190431	MOHAMAD WALDI	0	60	40	0	27	65	32.00	45	51	43.2	E
28	25190005	FELLYSIA	86	65	100	83	77	85	82.67	100	91	91.65	A
29	25190171	MARCELLA LILIANA	95	70	93	58	68	70	75.67	88	82	82.2	A-
30	25190212	SISCA CAHYADI SALIM	82	80	87	83	36	85	75.50	93	86	85.3	A
31	25190353	BOBBY JUNIOR	64	75	93	66	68	70	72.67	84	72	76.4	B+
32	26190149	VANIA INDAH WIGATI	0	60	100	83	86	70	66.50	100	91	86.8	A
33	26190356	RICKY	86	60	0	0	0	56	33.67	78	63	59.45	C
34	26190477	ERVINA	0	75	80	0	0	56	35.17	68	53	52.9	D
35	26190497	MIGUEL EKA KURNIA	0	60	27	33	0	56	29.33	84	52	56.4	C
36	26190518	REUVAN SUHENDRA	0	0	0	58	0	45	17.17	67	60	49.6	D
37	27190096	LIUSSETIAWAN ANDY	95	95	95	95	95	95	95.00	99	93	95.7	A
38	27190137	BILLY FEBRIAN ANDRIYANTO	91	56	100	83	77	85	82.00	95	91	89.7	A
39	27190157	NATALIA REBECCA AUDREY WIJAYA	86	65	100	83	77	85	82.67	100	92	92	A
40	27190238	ANGELICA CECILYA	73	80	0	58	91	70	62.00	84	85	77.75	B+
41	28190110	KEVIN	82	0	67	58	32	65	50.67	87	65	68.4	B
42	28190125	JOCELL VANESSA	82	75	53	33	68	85	66.00	75	60	67.05	B-
43	28190251	TAN KELVIN	73	0	67	66	95	56	59.50	76	62	66.15	B-
44	28190312	CHARLIE FRANSISKUS	82	60	80	58	55	85	70.00	89	81	80.5	A-
45	28190352	ERIC CHRISTOPHER	59	75	100	66	64	85	74.83	83	80	79.5	A-
46	29170249	BRADLEY IVERSEN	0	0	0	0	0	0	0.00		0		I
47	29190032	ENDRU	95	95	95	95	95	95	95.00	81	75	83.1	A-
48	29190067	IRENE TANNIA	50	60	67	50	36	85	58.00	73	79	70.6	B
49	29190209	SHANIA LAWRENCE	64	75	80	50	77	85	71.83	73	67	70.55	B
50	29190229	STEVEN	82	75	87	83	73	85	80.83	87	84	84.1	A-
51	29190234	ANDREAS WONGSO PUTRA	91	70	0	50	100	65	62.67	71	67	67.1	B-
52	29190249	YOSUA SUNARJO	0	0	0	0	0	0	0.00	77	48	43.75	E
53	29190269	RADELLA ANGELICA LUVENA	0	0	67	58	32	56	35.50	75	76	63.5	C+
54	29190416	TEDDY WIJAYA	45	80	0	50	0	56	38.50	73	46	53.2	D
55	29190436	ANTHONY CHRISTOPHER	77	60	80	75	91	85	78.00	79	79	78.7	B+

**Diserahkan Ke BAAK
Pada Tanggal**

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

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

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