



INSTITUT BISNIS DAN INFORMATIKA INDONESIA KWIK KIAN GIE

Laporan Realiasi

Referensi : PRN2015-01/1050-2768

Kode / Nama Universitas	: 32099 - Institut Bisnis dan Informatika Kwik Kian Gie	Hari	:Rabu
Program Studi	: S2 - Magister Manajemen	Kelas	:A
Periode	: 2021/2022 - Ganjil	Ruang	:PASCA 3.1
Kode/Nama Mata Kuliah	: MKD102 - MANAJEMEN PEMASARAN DAN PEMASARAN INTERNASIONAL	Waktu	:18:30 - 21:00
Nama Pengajar/Dosen	: 0051 - Dr. Tony Sitinjak, M.M.	Jml Mhs	:9

No	Tanggal	Materi/Topik Kuliah Perpertemuan	Verifikasi Mahasiswa	Jumlah hadir
1	2021-10-13	Defining Marketing for New Realities		8
2	2021-10-27	The New realities		8
3	2021-11-03	Developing Marketing Strategic and Plan		9
4	2021-11-10	Assessing growth opportunity		9
5	2021-11-17	Creating Long Term Loyalty Relationship		9
6	2021-11-24	Presentasdi Mahasiswa		8
7	2021-12-01	Brand and Brand Management & Quiz		8
8	2021=12-08	UJIAN TENGAH SEMESTER		
9	2021-12-15	Introduction to International Marketing & Economic and Financial environment		9
10	2022-01-05	Cultural Environment & Understanding International consumers Group Presentation		9
11	2022-01-12	Segmentation & Positioning Group Presentation		8
12	2022-01-19	International Marketing Communication Group Presentation		9
13	2022-01-26	Pricing Strategy Group Presentation		7
14	2022-02-02	Global Promotion Strategies & Group Presentation Group Presentation		9
15	2022-02-09	Marketing Product & Services & Group Presentation Review Materi		9
16	2022-02-16	UJIAN TENGAH SEMESTER		

Jakarta, 25-Feb-2022

Disetujui Oleh Korbid/KaProgdi

Dibuat Oleh,

(.....)

Dr. Tony Sitinjak, M.M.

*Laporan ini dicetak sesuai dengan data sebenarnya melalui sistem aplikasi komputer