

**Program Studi: Manajemen Strata Dua (S-2)**

Periode: 2020/2021 Gasal

Mata Kuliah{ MME1102 - Pemasaran Strategik

Nama Kelas: 01

Kurikulum: 2016

Sistem Kuliah: Reguler

Kapasitas: 50

Peserta: 22

**1. Presensi Kelas**

| No | Hari / Tanggal     | Mulai | Selesai | Rencana & Realisasi Materi  | Pengajar                      | Ruang | Hadir | %     | Absen |
|----|--------------------|-------|---------|---|-------------------------------|-------|-------|-------|-------|
| 1  | Senin, 14 Sep 2020 | 18:30 | 21:00   | Introduction to Strategic Marketing strategic marketing definition Market driven strategy | Dr. Aam Bastaman, S.E., M.Si. | 206   | 21    | 95.45 |       |
| 2  | Senin, 21 Sep 2020 | 18:30 | 21:00   | Market and competitive space.   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 21    | 95.45 |       |
| 3  | Senin, 28 Sep 2020 | 18:30 | 21:00   | Strategic Segmentation  | Dr. Aam Bastaman, S.E., M.Si. | 206   | 21    | 95.45 |       |
| 4  | Senin, 5 Okt 2020  | 18:30 | 21:00   | Strategic Customer Relationship Management  | Dr. Aam Bastaman, S.E., M.Si. | 206   | 21    | 95.45 |       |

| No | Hari / Tanggal     | Mulai | Selesai | Rencana & Realisasi Materi              | Pengajar                      | Ruang | Hadir | %      | Absen |
|----|--------------------|-------|---------|---|-------------------------------|-------|-------|--------|-------|
| 5  | Senin, 12 Okt 2020 | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 22    | 100.00 |       |
|    |                    |       |         | Learning about Market and Customers     |                               |       |       |        |       |
| 6  | Senin, 19 Okt 2020 | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 22    | 100.00 |       |
|    |                    |       |         | Strategic Targetting and Positioning... |                               |       |       |        |       |
| 7  | Senin, 26 Okt 2020 | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 22    | 100.00 |       |
|    |                    |       |         | Strategic Relationship                  |                               |       |       |        |       |
| 8  | Senin, 2 Nov 2020  | 18:30 | 21:00   | UTS                                     | Dr. Aam Bastaman, S.E., M.Si. | 206   | 22    | 100.00 |       |
|    |                    |       |         | _____                                   |                               |       |       |        |       |
|    |                    |       |         | UTS                                     |                               |       |       |        |       |
| 9  | Senin, 9 Nov 2020  | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 22    | 100.00 |       |
|    |                    |       |         | Inovasi dan Pengembangan Produk         |                               |       |       |        |       |
| 10 | Senin, 16 Nov 2020 | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 22    | 100.00 |       |
|    |                    |       |         | Strategic Brand Management              |                               |       |       |        |       |
| 11 | Senin, 23 Nov 2020 | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 20    | 90.91  |       |
|    |                    |       |         | Value chain strategy                    |                               |       |       |        |       |
| 12 | Senin, 30 Nov 2020 | 18:30 | 21:00   | _____                                   | Dr. Aam Bastaman,             | 206   | 22    | 100.00 |       |

| No | Hari / Tanggal     | Mulai | Selesai | Rencana & Realisasi Materi                               | Pengajar                      | Ruang | Hadir | %     | Absen |
|----|--------------------|-------|---------|--|-------------------------------|-------|-------|-------|-------|
|    |                    |       |         | Pricing Strategy   | S.E., M.Si.                   |       |       |       |       |
| 13 | Senin, 7 Des 2020  | 18:30 | 21:00   | Strategic promotion                                      | Dr. Aam Bastaman, S.E., M.Si. | 206   | 20    | 90.91 |       |
| 14 | Senin, 14 Des 2020 | 18:30 | 21:00   | Promotion (cont) Dwsigning market driven organization... | Dr. Aam Bastaman, S.E., M.Si. | 206   | 20    | 90.91 |       |
| 15 | Senin, 21 Des 2020 | 18:30 | 21:00   | Business and Marketing strategy Review                   | Dr. Aam Bastaman, S.E., M.Si. | 206   | 20    | 90.91 |       |
| 16 | Senin, 11 Jan 2021 | 18:30 | 21:00   | UAS  | Dr. Aam Bastaman, S.E., M.Si. | 206   | 20    | 90.91 |       |

## 2. Absensi Mahasiswa

| NIM      | Nama Mahasiswa          | Program Studi              | Angkatan | Status KRS | Absensi | Hadir (%) |
|----------|-------------------------|----------------------------|----------|------------|---------|-----------|
| 18202008 | MUHAMAD ROMDONI         | Manajemen Strata Dua (S-2) | 2018     | Disetujui  | 16 / 16 | 100.00    |
| 19202013 | MAYA WIDO ANUGRAHDEWI   | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202014 | MARLINA                 | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202015 | BUDI SANTOSO            | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202016 | WETTY SULISTIOWATI      | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202017 | LISA ARLIANA            | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202018 | KASMUDI                 | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202019 | ANTONIUS GENDRO TRIMONO | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202020 | ALI MAHFUD              | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202021 | MUHAMMAD REZA           | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 19202022 | EIN INDAH LESTARI       | Manajemen Strata Dua (S-2) | 2019     | Disetujui  | 16 / 16 | 100.00    |
| 20202005 | NURAINI                 | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202006 | YOGI WALDINGGA          | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202007 | SUDARIANTO              | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |

| NIM      | Nama Mahasiswa | Program Studi              | Angkatan | Status KRS | Absensi | Hadir (%) |
|----------|----------------|----------------------------|----------|------------|---------|-----------|
| 20202008 | ELON DAHLAN    | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202009 | HUSEN MAULUDIN | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202010 | ELY YULIANTI   | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202013 | SUPRIYANTO     | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202014 | ANOM PRASETYO  | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 11 / 16 | 68.75     |
| 20202023 | MARDININGSIH   | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202024 | HERU SUKAMTO   | Manajemen Strata Dua (S-2) | 2020     | Disetujui  | 16 / 16 | 100.00    |
| 20202033 | DIEN PRAMESTI  | Manajemen Strata Dua (S-2) |          |            |         |           |

### 3. Nilai Mahasiswa

Pengisian nilai untuk kelas ini ditutup pada **Selasa, 19 Januari 2021** oleh **9210101**

#### PANDUAN PENGISIAN NILAI

Untuk mengembalikan komposisi nilai sesuai yang diatur di prodi silakan klik [disini](#) kemudian klik Reset Komposisi.

| No | NIM      | Nama                       | Info | Hadir (%) | TUGAS INDIVIDU (40.00%) | UTS (30.00%) | UAS (30.00%) | Nilai | Grade |
|----|----------|----------------------------|------|-----------|-------------------------|--------------|--------------|-------|-------|
| 1  | 18202008 | MUHAMAD ROMDONI            |      | 100.00    | 78.00                   | 84.00        | 78.00        | 79.80 | B+    |
| 2  | 19202013 | MAYA WIDO<br>ANUGRAHDEWI   |      | 100.00    | 85.00                   | 84.00        | 85.00        | 84.70 | A-    |
| 3  | 19202014 | MARLINA                    |      | 100.00    | 87.00                   | 87.00        | 85.00        | 86.40 | A     |
| 4  | 19202015 | BUDI SANTOSO               |      | 100.00    | 76.00                   | 78.00        | 75.00        | 76.30 | B+    |
| 5  | 19202016 | WETTY SULISTIOWATI         |      | 100.00    | 85.00                   | 87.00        | 85.00        | 85.60 | A     |
| 6  | 19202017 | LISA ARLIANA               |      | 100.00    | 85.00                   | 84.00        | 80.00        | 83.20 | A-    |
| 7  | 19202018 | KASMUDI                    |      | 100.00    | 80.00                   | 85.00        | 85.00        | 83.00 | A-    |
| 8  | 19202019 | ANTONIUS GENDRO<br>TRIMONO |      | 100.00    | 85.00                   | 87.00        | 82.00        | 84.70 | A-    |
| 9  | 19202020 | ALI MAHFUD                 |      | 100.00    | 80.00                   | 85.00        | 85.00        | 83.00 | A-    |
| 10 | 19202021 | MUHAMMAD REZA              |      | 100.00    | 80.00                   | 78.00        | 80.00        | 79.40 | B+    |
| 11 | 19202022 | EIN INDAH LESTARI          |      | 100.00    | 85.00                   | 78.00        | 80.00        | 81.40 | A-    |

| No | NIM      | Nama           | Info | Hadir (%) | TUGAS INDIVIDU (40.00%) | UTS (30.00%) | UAS (30.00%) | Nilai | Grade |
|----|----------|----------------|------|-----------|-------------------------|--------------|--------------|-------|-------|
| 12 | 20202005 | NURAINI        |      | 100.00    | 80.00                   | 84.00        | 83.00        | 82.10 | A-    |
| 13 | 20202006 | YOGI WALDINGGA |      | 100.00    | 78.00                   | 85.00        | 85.00        | 82.20 | A-    |
| 14 | 20202007 | SUDARIANTO     |      | 100.00    | 78.00                   | 84.00        | 87.00        | 82.50 | A-    |
| 15 | 20202008 | ELON DAHLAN    |      | 100.00    | 80.00                   | 80.00        | 85.00        | 81.50 | A-    |
| 16 | 20202009 | HUSEN MAULUDIN |      | 100.00    | 78.00                   | 80.00        | 82.00        | 79.80 | B+    |
| 17 | 20202010 | ELY YULIANTI   |      | 100.00    | 80.00                   | 85.00        | 85.00        | 83.00 | A-    |
| 18 | 20202013 | SUPRIYANTO     |      | 100.00    | 85.00                   | 84.00        | 85.00        | 84.70 | A-    |
| 19 | 20202014 | ANOM PRASETYO  |      | 68.75     |                         |              |              |       |       |
| 20 | 20202023 | MARDININGSIH   |      | 100.00    |                         |              |              |       |       |
| 21 | 20202024 | HERU SUKAMTO   |      | 100.00    | 85.00                   | 76.00        | 80.00        | 80.80 | A-    |
| 22 | 20202033 | DIEN PRAMESTI  |      | 43.75     |                         |              |              |       |       |