



KALBIS UNIVERSITY

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Jakarta, 13 Januari 2025

No : 028/FB-STU/UK/I/2025

Hal : Penugasan Mengajar Semester Genap Tahun Akademik 2024/2025

Lamp : -

Yth. Bapak Dr. Andrian, S.E., M.M. (L25701)
Dosen Universitas KALBIS

Dengan hormat,

Sehubungan dengan kegiatan perkuliahan Semester Genap Tahun Akademik 2024/2025 di Universitas KALBIS, yang akan dimulai pada hari Senin tanggal 03 Februari 2025, maka kami sampaikan jadwal mengajar adalah sebagai berikut:

No.	KELAS	KMK	MATA KULIAH	SKS	HARI	JAM
1.	02PAMM	MM0053	Financial Management	1,5	Sabtu	10.40 - 13.10
2.	02PAMM	MM0313	Human Resources Management	3	Sabtu	14.00 - 16.30
3.	02PAMM	MM0473	Marketing Strategy	3	Kamis	19.00 - 21.30

Demi kelancaran berlangsungnya proses belajar mengajar, kami harapkan kehadiran Bapak minimal 15 menit sebelum perkuliahan dimulai. Mengenai hal-hal yang bersifat teknis dalam pelaksanaan perkuliahan, Bapak dapat menghubungi Ketua Program Studi.

Demikianlah surat penugasan ini kami sampaikan. Atas perhatian dan kerja sama yang terjalin dengan baik, kami ucapkan terima kasih.

Hormat Kami,


Prida Ariani Ambar Astuti, S.Sos., M.Si., Ph.D
Dekan Fakultas Bisnis

Tembusan:

- Wakil Rektor I
- Wakil Rektor II



Class Information

Semester : Even 2024/2025

Class Info : 01PAMM - -

Course Code : MM0473

Course Name (ID) : Strategi Pemasaran

Course Name (EN) : Marketing Strategy

Credit Unit : 3

Prerequisite : -

Instructor(s)	Name	NIDN/NIDK	Level
1	Dr. Andrian S.E., M.M.	0321077102	Supervisor

Learning Delivery :

Session	Date	Delivery Format	Topic
#1	06 Feb 2025	Online	MM0473 - Marketing Strategy
#2	13 Feb 2025	Online	Corporate Strategy and Marketing Strategy
#3	20 Feb 2025	Online	Market Analalasis
#4	27 Feb 2025	Online	Business Market Analysis
#5	06 Mar 2025	Online	Targetting The market and Positioning
#6	13 Mar 2025	Offline	Brand Equity & Growth
#7	20 Mar 2025	Online	Case Study (Coca Cola)
#8	10 Apr 2025	Online	UTS Semester Genap 2024/2025
#9	17 Apr 2025	Online	PRODUCT STRATEGY
#10	24 Apr 2025	Online	TUGAS
#11	08 May 2025	Online	MANAGING RETAILING, WHOLESALING & LOGISTICS
#12	15 May 2025	Online	MARKETING COMMUNICATION
#13	22 May 2025	Online	DIGITAL COMMUNICATION
#14	29 May 2025	Online	HOLISTIC MARKETING CONCEPTS
#15	29 May 2025	Online	REVIEW THE LESSONS & DISCUSS ABOUT HOW TO MAKE THESIS
#16		Online	UAS Semester Genap 2024/2025

Lecture Attendance

Session	Check In	Check Out	Duration	Completed By
#1	06 Feb 2025 - 19:00:00	06 Feb 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#2	13 Feb 2025 - 19:00:00	13 Feb 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#3	20 Feb 2025 - 19:00:00	20 Feb 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#4	27 Feb 2025 - 19:00:00	27 Feb 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#5	06 Mar 2025 - 19:00:00	06 Mar 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#6	13 Mar 2025 - 19:00:00	15 Mar 2025 - 11:21:04	1d 16h 21m 4s	Dr. Andrian, S.E., M.M.
#7	20 Mar 2025 - 19:00:00	20 Mar 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#8	10 Apr 2025 - 19:00:00	10 Apr 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.

#9	17 Apr 2025 - 19:00:00	17 Apr 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#10	24 Apr 2025 - 19:00:00	24 Apr 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#11	08 May 2025 - 19:00:00	08 May 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#12	15 May 2025 - 19:00:00	15 May 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#13	22 May 2025 - 19:00:00	22 May 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#14	29 May 2025 - 19:00:00	29 May 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#15	29 May 2025 - 19:00:00	29 May 2025 - 21:30:00	2h 30m	Dr. Andrian, S.E., M.M.
#16				

Student Attendance

No.	Student Info	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	2024205657 CHELSEA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
2	2024205655 Rafi Rizkiano	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
3	2024205654 Teguh Hadi Winanto	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
4	2024205656 Yasmine Aura Zahra	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	

Grading

No	Student ID	Student Info	Class	Assessments			Total	
1	2024205657	CHELSEA Management - 2024-1	MM0473 -	UTS	30%	95.0	Total Score	94.900000000000006
				TUGAS	20%	92.0	Grade	A
				UAS	40%	95.0	Grade Point	12.0
				KEHADIRAN	10%	100.0	Status	Passed
2	2024205655	Rafi Rizkiano Management - 2024-1	MM0473 -	UTS	30%	95.0	Total Score	92.900000000000006
				TUGAS	20%	92.0	Grade	A
				UAS	40%	90.0	Grade Point	12.0
				KEHADIRAN	10%	100.0	Status	Passed
3	2024205654	Teguh Hadi Winanto Management - 2024-1	MM0473 -	UTS	30%	95.0	Total Score	94.900000000000006
				TUGAS	20%	92.0	Grade	A
				UAS	40%	95.0	Grade Point	12.0
				KEHADIRAN	10%	100.0	Status	Passed
4	2024205656	Yasmine Aura Zahra Management - 2024-1	MM0473 -	UTS	30%	95.0	Total Score	92.900000000000006
				TUGAS	20%	92.0	Grade	A
				UAS	40%	90.0	Grade Point	12.0
				KEHADIRAN	10%	100.0	Status	Passed

Lecturer statement: I declare that this report is complete and correct

validated by Dr. Andrian S.E., M.M. on 07-July-2025 09:53:30 am