STIE WIDYA WIWAHA
JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2024/2025

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : B1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NAMA MAHASISWA	Pertemuan Ke																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
1	234118792	ALVIAN NICO PRATAMA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
2	234118795	ADNES WINDI LATIFAH	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
3	234118812	LAKSITA GALANG PERMANA	✔	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	15
4	234118822	LUVITA ADE PRAMESTI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
5	234118852	KARENINA NOVIASTUTI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
6	234118854	AJENG AYU DWI SAPUTRI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
7	234118882	INES ALVIATIN APRILIA PUTRI	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	15
8	234118984	ASA NURANI WIJAYA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
9	234118985	IRSYAD RUSYDI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
10	234118997	INDIRA MELFASYA RAHMADHINI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
11	234119010	OKVITA ANDRI YANI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
12	234119020	MUHAMMAD ZULFAN HAFIDZ	✔	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	15
13	234119023	AKMAL RIFQI SYARIFUDIN	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
14	234119025	M KHOIRUL QODRI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
15	246119263	ASTRI SUHARTINI		✔	✔	✔	✔		✔	✔	✔	✔	✔		✔	✔	✔	✔	13

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DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2024/2025

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : B1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NAMA MAHASISWA	Pertemuan Ke																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
16																			
17																			
18																			
19																			
20																			
21																			
22																			
JUMLAH HADIR			14	15	15	15	15	14	15	15	13	14	15	14	15	15	15	15	
PARAF WAKIL KELAS																			
PARAF DOSEN PENGAJAR																			

NB : Bagi mahasiswa yg salah nama dan belum ada di presensi ini, harap lapor ke bagian akademik.

Yogyakarta, 3 Februari 2025

KAPRODI

(Dr. Muhammad Mathori, S.E., M. Si.)

Dosen Pengampu

Dr. Uswatun Chasanah, S.E., M.Si.

STIE WIDYA WIWAHA
Jl. LOWANU SOROSUTAN UH VI/20 Yogyakarta 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

Ruang Kuliah : RKS - 101
Hari Rabu, Jam : 12:30 WIB

KEGIATAN PROSES PEMBELAJARAN
SEMESTER GASAL 2024/2025

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKK104
NAMA MATA KULIAH : PEMASARAN STRATEGIK
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

Minggu Ke	Rencana Materi Sesuai Pebelajaran Semester (RPS)	Pelaksanaan				Keefektifan Mahasiswa		Paraf	
		Tanggal	JAM Masuk	JAM Keluar	Materi Kuliah	Kesan Mahasiswa	Jumlah Hadir	Dosen	Wakil MHS
1	Tantangan Baru untuk strategi berbasis pasar	11-09-2024	12:00	14:30	Kontrak belajar, Silabus dan penjelasan RPS		24		
2	Tantangan Baru untuk strategi berbasis pasar	18-09-2024	12:00	14:30	Tantangan baru corporate, businees dan marketing berbasis pasar		24		
3	Segmentasi pasar yang strategis.	25-09-2024	12:00	14:30	Corporate strategic, functional strategic		23		
4	Segmentasi pasar yang strategis.	02-10-2024	11:40	14:10	Market Driven Strategy		22		
5	Manajemen pelanggan strategis: Sistem, etika, dan tanggungjawab sosial.	09-10-2024	12:00	14:30	Product and service strategy		15		
6	Manajemen pelanggan strategis: Sistem, etika, dan tanggungjawab sosial.	16-10-2024	12:00	14:30	Pricing Strategies		21		
7	Kemampuan untuk belajar tentang pelanggan dan pasar	23-10-2024	15:06	17:36	Strategi produk dan inovasi		19		
UJIAN TENGAH SEMESTER									

STIE WIDYA WIWAHA
Jl. LOWANU SOROSUTAN UH VI/20 Yogyakarta 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

Ruang Kuliah : RKS - 101
Hari Rabu, Jam : 12:30 WIB

DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.
MATA KULIAH : PEMASARAN STRATEGIK

Minggu Ke	Rencana Materi Sesuai Pebelajaran Semester (RPS)	Pelaksanaan				Keefektifan Mahasiswa		Paraf	
		Tanggal	JAM Masuk	JAM Keluar	Materi Kuliah	Kesan Mahasiswa	Jumlah Hadir	Dosen	Wakil MHS
8	Penargetan pasar dan pemosisian strategis	13-11-2024	12:00	14:30	Product n Service Strategy		21		
9	Hubungan strategis	20-11-2024	12:00	14:30	Product and Services Strategy		21		
10	Inovasi dan strategi produk baru	27-11-2024	12:00	14:30	Pricing Strategy		19		
11	Manajemen merek strategis	04-12-2024	12:00	14:30	Pricing Strategies		23		
12	Strategi rantai nilai	11-12-2024	12:00	14:30	Distribution Strategic		18		
13	Strategi harga	18-12-2024	12:00	14:30	Promotion Strategic		19		
14	Promosi, periklanan, dan promosi penjualan	25-12-2024	12:00	14:30	Promotion Strategic		5		
UJIAN AKHIR SEMESTER									

MENGETAHUI
KAPRODI :

Dr. Muhammad Mathori, S.E., M.Si.

Ketua GKM Prodi

Dr. Priyaswi, S.E., M. Si., Ak., C.A.

Yogyakarta, 3 Februari 2025
Dosen

Dr. Uswatun Chasanah, S.E., M.Si.

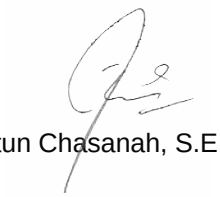
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PRESENSI UJIAN AKHIR SEMESTER
SEMESTER GASAL 2024/2025
JURUSAN MANAJEMEN

KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : B1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
1	234118792	A-	ALVIAN NICO PRATAMA	1. ✔
2	234118795	A	ADNES WINDI LATIFAH	2. ✔
3	234118812	AB	LAKSITA GALANG PERMANA	3. ✔
4	234118822	A	LUVITA ADE PRAMESTI	4. ✔
5	234118852	AB	KARENINA NOVIASTUTI	5. ✔
6	234118854	AB	AJENG AYU DWI SAPUTRI	6. ✔
7	234118882	AB	INES ALVIATIN APRILIA PUTRI	7. ✔
8	234118984	A-	ASA NURANI WIJAYA	8. ✔
9	234118985	A	IRSYAD RUSYDI	9. ✔
10	234118997	A	INDIRA MELFASYA RAHMADHINI	10. ✔
11	234119010	AB	OKVITA ANDRI YANI	11. ✔
12	234119020	AB	MUHAMMAD ZULFAN HAFIDZ	12. ✔
13	234119023	A-	AKMAL RIFQI SYARIFUDIN	13. ✔
14	234119025	B+	M KHOIRUL QODRI	14. ✔
15	246119263	AB	ASTRI SUHARTINI	15. ✔
16				16.
17				17.
18				18.
19				19.
20				20.

Yogyakarta, 3 Februari 2025
Dosen Penguji



(Dr. Uswatun Chasanah, S.E., M.Si.)