



**BERITA ACARA PERKULIAHAN
SEMESTER GANJIL TAHUN AKADEMIK 2023/2024**

MATA KULIAH / KELAS Manajemen Pemasaran I / D222
DOSEN MURSIDA KUSUMA WARDANI, M.M
PROGRAM STUDI MANAJEMEN / 61201
SEMESTER/BOBOT 3 / 3SKS
RUANG/LAB -
HARI/JAM -
JUMLAH MAHASISWA 33

KE	Tanggal	Materi	Jam Mulai	Jam Selesai	Mhs. Hadir	Paraf Dosen
1	2023-09-14	Pengantar Manajemen Pemasaran	08:04:01	10:34:34	30	
2	2023-09-21	Manajemen pemasaran	08:06:21	10:32:16	32	
3	2023-10-05	Lingkungan Pemasaran	08:01:37	10:32:30	30	
4	2023-10-12	Analisis Pasar Bisnis	08:00:16	10:33:56	26	
5	2023-10-19	Kepuasan Pelanggan	08:01:30	10:30:21	29	
6	2023-10-26	Marketing Sub Model SME 4C-diamond	08:03:03	10:31:10	29	
7	2023-11-02	Marketing Sub Model SME Lanjutan STV-triangle, PCS-circle	08:00:37	10:31:48	29	
8	2023-11-03	Pengembangan produk baru dan strategi siklus hidup produk	08:01:25	10:31:55	25	
9	2023-11-09	Ujian Tengah Semester	09:00:48	00:00:00	31	
10	2023-11-30	Mengelola Komunikasi Massa: Iklan, Promosi Penjualan	08:00:00	17:57:51	4	
11	2023-11-30	Mengelola Komunikasi Massa : Acara dan Pengalaman serta Hubungan Masyarakat	08:00:15	10:31:33	33	
12	2023-12-07	Merancang dan Mengelola Komunikasi Pemasaran Terintegrasi	08:00:01	10:30:52	31	
13	2023-12-14	The Power Closing Technique	08:03:24	10:32:13	30	

14	2023-12-21	Pemasaran Offline dan Online	08:01:48	10:31:48	23	
15	2023-12-28	Review Manajemen Pemasaran	08:01:23	10:30:41	31	
16	2024-01-11	Ujian Akhir Semester	09:00:52	11:01:08	32	

Ketua Program Studi,



SUSANTI WIDHIASTUTI, Dr., M.M.



DAFTAR KEHADIRAN MAHASISWA SEMESTER GANJIL TAHUN AKADEMIK 2023/2024

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No	NIM	Nama Mahasiswa	TANGGAL KEHADIRAN																Jml
			2023-09-14	2023-09-21	2023-10-05	2023-10-12	2023-10-19	2023-10-26	2023-11-02	2023-11-03	2023-11-09	2023-11-30	2023-11-30	2023-12-07	2023-12-14	2023-12-21	2023-12-28	2024-01-11	
1	2022511001	OMSAH	H	A	A	A	A	H	H	A	H	A	H	A	H	A	H	H	8
2	2022511009	JUAN ANANDA ASRADI	H	H	I	H	H	H	H	H	H	A	H	H	H	H	H	H	14
3	2022511013	MUHAMAD MISBAHUL ANWAR	H	H	H	H	H	H	H	A	H	A	H	H	H	H	H	H	14
4	2022511014	NAYLLA LATIFA ANJANI	H	H	H	H	H	H	H	H	H	A	H	H	H	S	H	H	14
5	2022511015	YUDHA MUHAMMAD FIRDAUS	H	H	H	A	A	H	H	A	A	A	H	H	A	A	H	H	9
6	2022511082	CAHYA KUNCARI	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
7	2022511086	SYAMSUL	H	H	H	H	H	H	H	H	H	A	H	H	H	A	H	H	14
8	2022511090	Arinda Putri Amelia	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
9	2022511102	Endang Mulyana	A	H	H	H	H	H	H	A	H	A	H	H	H	A	H	H	12
10	2022511109	Febriyanti hatuina	H	H	H	A	H	A	H	H	H	A	H	H	H	H	H	H	13
11	2022511114	RIFALNI PATANDUK	H	H	H	H	H	H	A	A	H	A	H	H	H	H	H	H	13
12	2022511119	Rani fadila	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
13	2022511129	christoforus torres rasi	H	H	H	H	H	H	H	H	H	A	H	A	A	A	H	H	12
14	2022511176	ZULFI ILHAMZAH	H	H	H	A	H	H	H	H	H	A	H	H	H	A	A	A	11
15	2022511193	Fachra Putri Firmansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
16	2022511200	SHALA ANZALLA AZHURRA GERRARDIN	H	H	H	H	H	H	H	H	A	A	H	H	H	H	H	H	14
17	2022511202	FIRDAUS EKA PUTRA	H	H	H	A	A	H	H	H	H	A	H	H	H	H	H	H	13

18	2022511221	Aisyah Rien Rahayu	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
19	2022511232	Inayah Putri Ramadhan	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
20	2022511285	GABRIELLA SASKIA TRISTIANTI	H	H	H	H	H	H	H	H	H	A	H	H	H	A	H	H	14
21	2022511307	ALIVIA AZ ZAHRA	H	H	H	H	H	A	A	H	H	A	H	H	H	H	H	H	13
22	2022511308	YULIYANTI ZHRANI NISA	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
23	2022511314	RAEZA JELANG SHAUMY	H	H	H	H	H	H	H	H	H	A	H	H	A	A	H	H	13
24	2022511331	Monica mawar	A	H	H	H	H	H	H	A	H	A	H	H	H	H	H	H	13
25	2022511333	Azzahra Qailla	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
26	2022511334	ERLANDO SITOMPUL	H	H	H	H	H	H	A	A	H	A	H	H	H	H	A	H	12
27	2022511340	Istiqomah Fitriani	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
28	2022511343	MARCHELA EKA PUTRI	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	15
29	2022511344	Bella sabrina fatmala	A	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H	14
30	2022511356	Hana Hasian Silalahi	H	H	H	A	H	A	H	H	H	A	H	H	H	H	H	H	13
31	2022511362	Civicka Alifia Pratiwi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
32	2022511380	ALVI UMI HUSNIA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
33	2022511408	ADAM RAFIE SALAM MASHUDI	H	H	S	A	A	A	A	A	H	A	H	H	H	A	H	H	8

Dosen,

MURSIDA KUSUMA WARDANI, M.M



REKAPITULASI PENILAIAN PEMBELAJARAN SEMESTER GANJIL TAHUN AKADEMIK 2023/2024

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HARI/JAM	-
JUMLAH MAHASISWA	33

No	NIM	Nama Mahasiswa	Kehadiran	Tugas	UTS	UAS	Total Skor	Nilai Akhir
1	2022511001	OMSAH	50	40	87	84	66	B-
2	2022511009	JUAN ANANDA ASRADI	88	83	87	87	86	A-
3	2022511013	MUHAMAD MISBAHUL ANWAR	88	86	87	87	87	A-
4	2022511014	NAYLLA LATIFA ANJANI	88	85	87	85	86	A-
5	2022511015	YUDHA MUHAMMAD FIRDAUS	56	40	87	86	68	B-
6	2022511082	CAHYA KUNCARI	94	90	95	88	91	A
7	2022511086	SYAMSUL	88	84	90	85	86	A-
8	2022511090	Arinda Putri Amelia	94	84	85	84	86	A-
9	2022511102	Endang Mulyana	75	86	85	86	85	A-
10	2022511109	Febriyanti hatuina	81	85	85	84	85	A-
11	2022511114	RIFALNI PATANDUK	81	84	85	87	85	A-
12	2022511119	Rani fadila	100	88	90	87	90	A
13	2022511129	christoforus torres rasi	75	84	85	84	84	A-
14	2022511176	ZULFI ILHAMZAH	69	43	87	0	0	
15	2022511193	Fachra Putri Firmansyah	100	84	87	88	88	A-
16	2022511200	SHALA ANZALLA AZHURRA GERRARDIN	88	85	87	84	86	A-
17	2022511202	FIRDAUS EKA PUTRA	81	86	87	83	85	A-
18	2022511221	Aisyah Rien Rahayu	94	85	87	87	87	A-

19	2022511232	Inayah Putri Ramadhan	94	84	87	85	86	A-
20	2022511285	GABRIELLA SASKIA TRISTIANTI	88	85	87	85	86	A-
21	2022511307	ALIVIA AZ ZAHRA	81	85	87	82	84	A-
22	2022511308	YULIYANTI ZAHRANI NISA	94	85	85	87	87	A-
23	2022511314	RAEZA JELANG SHAUMY	81	86	90	87	87	A-
24	2022511331	Monica mawar	81	84	87	85	85	A-
25	2022511333	Azzahra Qailla	94	85	87	83	86	A-
26	2022511334	ERLANDO SITOMPUL	75	85	87	84	85	A-
27	2022511340	Istiqomah Fitriani	94	84	85	86	86	A-
28	2022511343	MARCHELA EKA PUTRI	94	85	87	83	86	A-
29	2022511344	Bella sabrina fatmala	88	85	85	86	86	A-
30	2022511356	Hana Hasian Silalahi	81	87	93	88	88	A-
31	2022511362	Civicka Alifia Pratiwi	100	85	87	82	86	A-
32	2022511380	ALVI UMI HUSNIA	100	84	85	86	87	A-
33	2022511408	ADAM RAFIE SALAM MASHUDI	50	50	85	83	69	B-

Dosen,

MURSIDA KUSUMA WARDANI, M.M