



Universitas PGRI Yogyakarta

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DAFTAR HADIR KULIAH

Program Studi : BISNIS DIGITAL
Tahun Akademik : 2024/2025
Semester : GASAL
Dosen : GULAMI HAZMIN [0524129101]

Kode Matakuliah : EKM332224
Matakuliah : MANAJEMEN RELASI PELANGGAN
Bobot : 3 SKS
Kelas : ZZA1

Semester : 5
Hari :
Pukul : 00:00 s.d. 00:00
Ruang :

Table with columns: No, NP Mahasiswa, Nama Mahasiswa, B/U/IP, and 15 columns for attendance (1-15). Rows include student names like DIVA ANJELIANSYAH PUTRI, KEVIN GRAY DASMASELA, LUHUR GUSTRIYANA, etc.

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PRESENSI DOSEN MENGAJAR

TA. 2024/2025 Sem. GASAL

Program Studi : BISNIS DIGITAL
 Matakuliah : MANAJEMEN RELASI PELANGGAN [EKM332224]
 Bobot : 3 SKS
 Dosen : GULAM HAZMIN [0524129101]

Kelas : 22A1
 Hari : -
 Pukul : 00:00 s.d. 00:00
 Ruang : -

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	9/9/2024	Introduction	CRM concept Introduction, PPS, Contract	10		
II	23/9/2024	Value Chain	- CRM process - supporting factor of CRM	15		
III	30/9/2024	CRM process	- Process of CRM - Customer journey	15		
IV	7/10/2024	Customer Experience	- Total customer experience - special attributes of service	19		
V	14/10/2024	Creating value for customers	- Value - Perceived Risk	19		
VI	21/10/2024	Managing networks	- Network positions - Business Network	14		
VII	28-10/2024	Managing Investor and Employee	Customer LTV Shareholder Relationship	13		
VIII	4/11/2024	IT For CRM	IT for Decision making process	11		
IX	11/11/2024	Siklus Hidup Pelanggan	- Customer Development Program - Customer Elimination Program	12		
X	18/11/2024	CRM platform & their usage	- Maximizing customer Data - Clickup, Hubspot	12		
XI	25/11/2024	Obstacles in implementing CRM	- Team Resistance - Management Resistance	13		
XII	2/12/2024	Data practice	- Using Database to make decisions	13		
XIII	9/12/2024	Data practice II	- Using Database to make decisions	13		
XIV	16/12/2024	Tiers of Business Plan	- Tier I, II, III	14		
XV	23/12/2024	Class summary Final Test Prep.	- summary of CRM - Final Test Preparation	13		