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PRESENSI DOSEN MENGAJAR

TA. 2024/2025 Sem. GENAP

Program Studi : BISNIS DIGITAL
Matakuliah : MARKET RESEARCH & COMPETITOR ANALYSIS [EKM332262]
Bobot : 3 SKS
Dosen : Team_Teaching [0900000001]

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	07/03/25	Silabus, RPS Kontrak Belajar	Silabus, RPS, kontrak Belajar	9		
II	14/03/25	Konsep Dasar	Introduction Market Research & Competitor Analysis	2		
III	21/03/25	Tugas & Masalah Riset	Masalah Riset dan Metode Riset	10		
IV	11/04/25	Langkah Riset	Step by Step Market Research	8		
V	19/04/25	(Webinar) Product Branding	Product Branding in Digital Era	2		
VI	25/04/25	Strategi Porter	Porter Five Forces Analysis	5		
VII	02/05/25	Assessment: Analisis Porter	Assessment Tengah semester Pembelajaran Materi	8		
VIII	09/05/25	Presentasi Individu	Analisis Five Forces	8		
IX	15/05/25	Analisis SWOT	SWOT	9		
X	22/05/25	Market Research Process	The Marketing Research Process	7		
XI	23/05/25	case study	Presentasi kelompok 1	7		
XII	05/06/25	Tugas Individu 2	Article Review & Competitive Advantage	7		
XIII	13/06/25	case study	Presentasi kelompok 2	9		
XIV	16/06/25	Market Research	The Marketing Research Method	11		
XV	16/06/25	case study	Presentasi kelompok 3	11		