



UNIVERSITAS PGRI YOGYAKARTA
 PROGRAM STUDI MANAJEMEN FAKULTAS BISNIS
 Jl PGRI I Sonosewu No 117 Kotak Pos 1123 Ngestiharjo, Kec. Kasihan, Bantul, Daerah Istimewa Yogyakarta 55182
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**BERITA ACARA PERKULIAHAN
 SEMESTER GASAL T.A 2023/2024**

Mata Kuliah
 Bobot
 Dosen
 Semester

: Manajemen Pemasaran Lanjutan
 : 3 SKS
 : Adhi Prakosa, S.E., M.Sc.
 : III

Kelas : B
 Hari : Senin
 Pukul : 18.00 - 19.30
 Ruang : 204

Pert	Tanggal	Bahan Kajian/Materi	Jml Mhs	Paraf Mhs	Paraf Dosen
1	11/09 2023	Pendahuluan silabus & materi kuliah	18	[Signature]	[Signature]
2	18/9 2023	Perceived Value, pemasaran holistik	18	[Signature]	[Signature]
3	25/9 2023	Kepercayaan & loyalitas	18	[Signature]	[Signature]
4	2/10 2023	Case study : Apple, presentasi	18	[Signature]	[Signature]
5	9/10 2023	Touch point : case study Village	18	[Signature]	[Signature]
6	16/10 2023	Pemasaran massal, segmen mikro	18	[Signature]	[Signature]
7	23/10 23	Studi kasus Nike, Air Jordan, Netflix	18	[Signature]	[Signature]
8	30/10 23	Positioning, Perceptual Map	17	[Signature]	[Signature]
9	6/11 2023	Brand Personality (Value)	12	[Signature]	[Signature]
10	13/11 2023	Artikel Mark (Bag. 22) exchange	18	[Signature]	[Signature]
11	20/11 2023	Positioning through chaos, Al Ries	18	[Signature]	[Signature]
12	27/11 2023	Selling dlm pemasaran, coffee industry	17	[Signature]	[Signature]
13	4/12 23	Marketing 5.0, 12 teknologi	17	[Signature]	[Signature]
14	11/12 23	Presentasi : McDonalds, Branding	17	[Signature]	[Signature]
15	18/12 23	Presentasi : Ford vs Ferrari, Positioning	14	[Signature]	[Signature]
16		UJIAN AKHIR SEMESTER (UAS)			

Pertemuan pengganti/tambahan

Pert	Tanggal	Bahan Kajian/Materi	Jml Mhs	Paraf Mhs	Paraf Dosen

Mengetahui

Kaprodi	Koordinator Bidang Keahlian	PPMPS
 Latifah Putranti, S.E., M.Sc.	 Adhi Prakosa, S.E., M.Sc.	 Pradita Nindya Aryandha, S.E., MBA, M.M.