

Sekolah Tinggi Pariwisata Ambarrukmo (STIPRAM)
Jl.Ringroad Timur No. 52. Banguntapan, Bantul.

List Kegiatan Pengajaran SEMESTER GANJI

Kelas : A3

MATA KULIAH

Prodi : S1 Pariwisata

Dosen

No	TANGGAL PERTEMUAN	POKOK BAHASAN	SUB POKOK BAHASAN	TT & NAMA TERANG
1	8/8/2023	Bab : defining marketing management Uraian :		
2	8/15/2023	Bab : strategic plans Uraian : SWOT		
3	8/22/2023	Bab : chapter 3 Uraian : forecasting demand		
4	8/29/2023	Bab : chapter 4 Uraian : creating long term loyalty		
5	9/5/2023	Bab : analyze consumer market Uraian :		
6	9/12/2023	Bab : brand Uraian :		
7	9/19/2023	Bab : brand tugas Uraian :		
8	9/26/2023	Bab : chapter 8 Uraian : product strategy		
9	10/3/2023	Bab : pricing theory Uraian :		
10	10/10/2023	Bab : chapter 10 Uraian : marketing chanel		
11	10/17/2023	Bab : designing integrated marketig comunication Uraian :		
12	10/24/2023	Bab : product life cycle Uraian : chapter 12		
13	10/31/2023	Bab : Holistic marketing Uraian :		
14	11/7/2023	Bab : class discusion Uraian :		
15	11/14/2023	Bab : review materi Uraian :		

L 2023/2024

: Marketing Management

: ERTANTA ARI SUDANANG, S.IP., MM., CHE

CATATAN	PARAF PETUGAS