

BERITA ACARA PERKULIAHAN

Universitas Kristen Krida Wacana Jakarta

FR-UKW-3.1/R2

Periode : Genap 2022/2023
 Program Studi : Manajemen
 NID - Nama Dosen : 1409 - Daniel Widjaja
 KMK - Mata Kuliah : MN2WP029 - DIGITAL
 MARKETING (3 sks)

Hari : Sabtu
 Jam : 13:00 - 15:30
 Kelas : 6MMNX (K)
 Ruang : Online

Tatap Muka Ke	Hari / Tanggal	Waktu	Pokok Bahasan	Materi	Jml Mhs Hadir	Ruangan	Pengajar	Tanda Tangan
1	Sabtu, 18 Mar 2023	13:00 - 15:30	Introduction to Digital Marketing	Digital Era5 S	(7/8)	Online	Daniel Widjaja	
2	Sabtu, 18 Mar 2023	15:30 - 18:00	Marketing Evolution	Marketing 1.0Marketing 2.0Marketing 3.0Marketing 4.0Marketing 5.0	(7/8)	Online	Daniel Widjaja	
3	Sabtu, 25 Mar 2023	13:00 - 15:30	Remix	Transformasi marketing Mix	(10/10)	Online	Daniel Widjaja	
4	Sabtu, 25 Mar 2023	15:30 - 18:00	Remix	Value Proposition	(9/9)	Online	Daniel Widjaja	
5	Sabtu, 01 Apr 2023	13:00 - 15:30	Digital Models	konsep digital models dan customer journey	(10/10)	Online	Daniel Widjaja	
6	Sabtu, 01 Apr 2023	15:30 - 18:00	Digital Customer	Konsep konsumen digital	(11/11)	Online	Daniel Widjaja	
7	Sabtu, 15 Apr 2023	13:00 - 15:30	Digital Customer	Analyze Digital Customer data	(12/12)	Online	Daniel Widjaja	
8	Sabtu, 15 Apr 2023	15:30 - 18:00	Digital customer	Value Proposition	(12/12)	Online	Daniel Widjaja	
9	Sabtu, 15 Apr 2023	15:30 - 17:30	UTS	UTS	(12/12)	Online	Wendy Junaidi	
10	Sabtu, 15 Apr 2023	15:30 - 18:00	UAS	UAS	(11/12)	Online	Wendy Junaidi	
11	Sabtu, 29 Apr 2023	13:00 - 15:30	Digital Customer	online buying process	(9/10)	Online	Daniel Widjaja	
12	Sabtu, 29 Apr 2023	15:30 - 18:00	Social Media MarketingL	Ladder of EngagementSocial Media Strategy	(9/10)	Online	Daniel Widjaja	

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13	Sabtu, 06 May 2023	13:00 - 15:30	Digital Customer	Persona	(11/11)	Online	Daniel Widjaja	
14	Sabtu, 06 May 2023	15:30 - 18:00	Social Media Marketing	5 S in social Media POST Methods	(11/11)	Online	Daniel Widjaja	
15	Sabtu, 13 May 2023	13:00 - 15:30	Blue ocean strategy	strategy canvas 4 Action Framework	(8/9)	Online	Daniel Widjaja	
16	Sabtu, 13 May 2023	15:30 - 18:00	Brand, Positioning & channels	Unique Value Positioning Brand Strategy Channels	(8/9)	Online	Daniel Widjaja	
17	Sabtu, 20 May 2023	13:00 - 15:30	Digital Marketing Strategy	RACE method SOSTAC method	(11/11)	Online	Daniel Widjaja	
18	Sabtu, 20 May 2023	15:30 - 18:00	UAS	UAS	(11/11)	Online	Daniel Widjaja	

*) Dokumen BAP di isi oleh dosen yang bersangkutan dengan melakukan login menggunakan ID. dan di anggap sah tanpa tanda tangan dosen terkait.

Mengetahui,
Kepala Unit Administrasi Akademik,


(Selamet)


Jakarta Barat, 21 Agustus 2023
Ketua Program Studi,


(Daniel Widjaja)