



## SEKOLAH TINGGI MANAJEMEN IPMI

JL. Rawajati Timur I/1, Kalibata, Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12750  
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### JURNAL PERKULIAHAN S1 ADMINISTRASI BISNIS 2022 ODD

MATA KULIAH : Integrated Marketing Communication  
 NAMA DOSEN : Liza Agustina Maureen Nelloh, SE., MM  
 KREDIT/SKS : 4 SKS  
 KELAS : 5BA

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	STATUS	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	PENGAJAR	TANDA TANGAN
1	Kamis, 8 September 2022	13:00	16:30	E	Selesai	An Introduction to Integrated Marketing Communications	An Introduction to Integrated Marketing Communications	(7 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
2	Kamis, 15 September 2022	13:00	16:30	E	Selesai	The Role of IMC in the Marketing Process	The Role of IMC in the Marketing Process	(8 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
3	Kamis, 22 September 2022	13:00	16:30	E	Selesai	Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations	Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations	(10 / 10)	Bernardus Agus Finardi	
4	Kamis, 29 September 2022	13:00	16:30		Selesai	Consumer Behavior	Consumer Behavior	(6 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
5	Kamis, 6 Oktober 2022	13:00	16:30	E	Selesai	The Communication Process	The Communication Process	(7 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
6	Kamis, 13 Oktober 2022	13:00	16:30		Selesai	Source, Message, and Channel Factors	Source, Message, and Channel Factors	(8 / 10)	Liza Agustina Maureen Nelloh, SE., MM	

7	Kamis, 20 Oktober 2022	13:00	16:30		Selesai	Budgeting and Marketing Objectives	Budgeting and Marketing Objectives	(9 / 10)	Bernardus Agus Finardi	
8	Kamis, 27 Oktober 2022	13:00	16:30		Selesai	Mid Exam Presentation	Mid Exam Presentation	(9 / 10)	Liza Agustina Maureen Nelloh, SE., MM	



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9	Kamis, 3 November 2022	13:00	16:30	D	Selesai	Creative Strategy:Planning and Development	Creative Strategy:Planning and Development	(10 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
10	Kamis, 10 November 2022	13:00	16:30	D	Selesai	Media Planning	Media Planning	(6 / 10)	Bernardus Agus Finardi	
11	Kamis, 17 November 2022	13:00	16:30	04.1	Selesai	Support Media	Support Media Case study : Grab Kitchen, Tokopedia AND GoFood	(9 / 10)	Bernardus Agus Finardi	
12	Kamis, 24 November 2022	13:00	16:30	D	Selesai	The Internet Digital and Social Media	The Internet Digital and Social Media Chapter 15 - E Belch & A Belch	(9 / 10)	Bernardus Agus Finardi	
13	Kamis, 1 Desember 2022	13:00	16:30		Terjadwal			(0 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
14	Kamis, 8 Desember 2022	13:00	16:30		Terjadwal			(0 / 10)	Liza Agustina Maureen Nelloh, SE., MM	

15	Kamis, 15 Desember 2022	13:00	16:30		Terjadwal			(0 / 10)	Liza Agustina Maureen Nelloh, SE., MM	
16	Kamis, 22 Desember 2022	13:00	16:30		Terjadwal			(0 / 10)	Liza Agustina Maureen Nelloh, SE., MM	

Jakarta, 01 Februari 2023  
Ketua Prodi S1 Administrasi Bisnis



Liza Agustina Maureen Nelloh, SE., MM  
NIDN. 0710088502