



SEKOLAH TINGGI MANAJEMEN IPMI

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JURNAL PERKULIAHAN S1 ADMINISTRASI BISNIS 2022 ODD

MATA KULIAH : Brand Management
 NAMA DOSEN : SASOTYA PRATAMA
 KREDIT/SKS : 3 SKS
 KELAS : 7BA

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	STATUS	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	PENGAJAR	TANDA TANGAN
1	Rabu, 7 September 2022	08:30	11:15	D	Selesai	Brands and Brand Management	Brands and Brand Management	(6 / 8)	SASOTYA PRATAMA	
2	Rabu, 14 September 2022	08:30	11:15	04.1	Selesai	Customer-Based Brand Equity and Brand Positioning	Customer-Based Brand Equity and Brand Positioning	(7 / 8)	SASOTYA PRATAMA	
3	Rabu, 21 September 2022	08:30	11:15	04.1	Selesai	Brands Resonance and the Brand Value Chain	Brands Resonance and the Brand Value Chain	(7 / 8)	SASOTYA PRATAMA	
4	Rabu, 28 September 2022	08:30	11:15	04.1	Selesai	Choosing Brand Elements to Build Brand Equity	Choosing Brand Elements to Build Brand Equity	(8 / 8)	SASOTYA PRATAMA	
5	Rabu, 5 Oktober 2022	08:30	11:15	04.1	Selesai	Designing Marketing Programs to Build Brand Equity	Designing Marketing Programs to Build Brand Equity	(7 / 8)	SASOTYA PRATAMA	
6	Rabu, 12 Oktober 2022	08:30	11:15	04.1	Selesai	Integrating Marketing Communications to Build Brand Equity	Integrating Marketing Communications to Build Brand Equity	(7 / 8)	SASOTYA PRATAMA	
7	Rabu, 19 Oktober 2022	08:30	11:15		Selesai	Branding in the Digital Era	Branding in the Digital Era	(5 / 8)	SASOTYA PRATAMA	

8	Rabu, 26 Oktober 2022	08:30	11:15		Selesai	Midterm examination: Take Home test	Midterm examaiation: Take Home test	(8 / 8)	SASOTYA PRATAMA	
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9	Rabu, 2 November 2022	08:30	11:15		Selesai	Developing a Brand Equity Measurement and Management System	Developing a Brand Equity Measurement and Management System	(7 / 8)	SASOTYA PRATAMA	
10	Rabu, 9 November 2022	08:30	11:15		Selesai	Measuring Sources and Outcomes of Brand Equity	Measuring Sources and Outcomes of Brand Equity	(8 / 8)	SASOTYA PRATAMA	
11	Rabu, 16 November 2022	08:30	11:15		Selesai	Designing and Implementing Brand Architecture Strategies	Designing and Implementing Brand Architecture Strategies	(8 / 8)	SASOTYA PRATAMA	
12	Rabu, 23 November 2022	08:30	11:15		Selesai	Introducing and Naming New Products and Brand Extensions	Introducing and Naming New Products and Brand Extensions	(8 / 8)	SASOTYA PRATAMA	
13	Rabu, 30 November 2022	08:30	11:15		Selesai	Managing Brands Over Time	Managing Brands Over Time	(7 / 8)	SASOTYA PRATAMA	
14	Rabu, 7 Desember 2022	08:30	11:15		Selesai	Managing Brands Over Geographic Boundaries and Market Segments	Managing Brands Over Geographic Boundaries and Market Segments	(6 / 8)	SASOTYA PRATAMA	

15	Rabu, 14 Desember 2022	08:30	11:15		Selesai	Closing Observations	Closing Observations	(8 / 8)	SASOTYA PRATAMA	
16	Rabu, 21 Desember 2022	08:30	11:15		Selesai	Final Exam	Final Exam	(8 / 8)	SASOTYA PRATAMA	

Jakarta, 01 Februari 2023
Ketua Prodi S1 Administrasi Bisnis



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