



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Pemasaran Digital [MM236]

Kelompok: 2E

Semester: Genap 2025/2026

Dosen: Dr. Rina Ayu Vildayanti, S.T, M.M.

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			30/04	02/05	07/05	09/05	16/05	21/05	23/05	30/05	03/06	04/06	06/06	10/06	11/06	13/06	18/06	20/06
1	2431530258	Dede Sudarman	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

Keterangan:

H: Hadir; A: Alpha (Tidak Hadir); I: Ijin; S: Sakit;



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Berita Acara Mengajar

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Dosen: Dr. Rina Ayu Vildayanti, S.T, M.M.

No.	Tanggal	Materi yang diberikan
1	30-04-2026	Introduction of Digital Marketing
2	02-05-2026	Online Marketplace Analysis: Micro-Environment
3	07-05-2026	The Online Macro-Environment and The Future
4	09-05-2026	Digital Marketing Strategy
5	16-05-2026	The Impact of Digital Media and Tecnology on The Marketing Mix
6	21-05-2026	Relationship Marketing Using Digital Platforms
7	23-05-2026	Delivering The Online Customer Experience
8	30-05-2026	Ujian Tengah Semester (UTS)
9	03-06-2026	Campaign Planning for Digital Media
10	04-06-2026	Campaign Planning for Digital Media (lanjutan)
11	06-06-2026	Marketing Communication Using Digital Media Channel
12	10-06-2026	Evaluation and Improvement of Digital Channel Perfomance
13	11-06-2026	Business to Consumer Digital Marketing Practice
14	13-06-2026	Business to Business Digital Marketing Practice (Lanjutan)
15	18-06-2026	REVIEW MATER
16	20-06-2026	Ujian Akhir Semester (UAS)(Edit)



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Daftar Nilai

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Dosen: Dr. Rina Ayu Vildayanti, S.T, M.M.

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2431530258	Dede Sudarman	100	86	74	76	78 => B+