



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Global Marketing [MM252]

Kelompok: IN

Semester: Genap 2025/2026

Dosen: Panca Maulana Firdaus, S.E, M.M.

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			05/03	12/03	02/04	09/04	13/04	20/04	27/04	04/05	11/05	18/05	25/05	04/06	08/06	15/06	22/06	29/06
1	2431500095	Raden Ajeng Syanara Rizki Almaz	H	H	I	H	H	A	H	H	A	H	H	H	H	H	H	H
2	2431500186	Nadya Ramadhani Danto	H	H	A	H	H	A	H	H	H	H	H	H	A	H	H	H
3	2431500301	Andina Husnul Fadillah Putri	I	H	H	H	H	H	H	H	H	A	H	H	H	H	H	H
4	2431500327	Melshandy Nursalim	H	H	H	H	H	H	H	H	H	H	H	H	H	H	I	H
5	2431500376	Achmad Ismail	H	I	H	H	H	H	H	H	H	H	A	H	I	H	I	H
6	2431500673	Assyifa Qolby Dery Aziba	A	H	H	H	H	A	H	H	H	H	H	H	H	H	H	H
7	2431500921	Davello Nazeeya Sarfaraal	H	S	S	H	H	H	H	H	H	H	A	H	H	H	I	H
8	2431501028	Bagas Wanda Hendarto	S	A	H	H	H	H	A	H	H	H	S	H	H	H	A	H
9	2431501341	Muhammad Fayyadh Naufal	H	H	H	H	H	H	H	H	H	S	A	H	H	H	H	H
10	2431501374	Galuh Tiara Zulfa	S	H	H	H	H	H	H	H	H	H	H	A	H	H	H	H
11	2431501564	Priscilla Widiya Ningtyas	H	H	H	H	H	H	H	H	H	H	H	A	H	H	H	I
12	2431501606	Hukma Shabiya Rabbi Radhiya	S	H	H	H	S	H	H	I	S	H	H	A	H	H	H	H
13	2431501671	Estifanos Abrham Birara	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
14	2431501861	Yashila Manderesta	I	I	H	H	I	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: Panca Maulana Firdaus, S.E, M.M.

No.	Tanggal	Materi yang diberikan
1	05-03-2026	An overview of global marketing, emphasizing strategies to adapt to international markets by balancing standardization (consistent branding and messaging) and localization (adapting to local preferences and needs).
2	12-03-2026	Global market research is essential for businesses to identify opportunities, navigate cultural nuances, and mitigate risks in international markets.
3	02-04-2026	The global business environment involves navigating interconnected factors such as economic policies (GDP, trade tensions), political stability, and cultural differences.
4	09-04-2026	Effective global market segmentation requires that segments be measurable, meaning their size and potential can be quantified; accessible, meaning they can be reached by marketing efforts; and profitable, meaning they have the potential for long-term success.
5	13-04-2026	The Introduction to Market Entry Strategy discusses key considerations for entering foreign markets, including which markets to target, the mode of entry (e.g., export, joint venture, wholly owned subsidiary), and the resources required.
6	20-04-2026	Market selection in international marketing involves identifying and evaluating potential foreign markets based on various criteria such as market size, growth potential, and competitive landscape.
7	27-04-2026	Global pricing strategy is a crucial component of international business success, requiring companies to balance global consistency with local market conditions and purchasing power.
8	04-05-2026	UTS
9	11-05-2026	Global distribution channels connect producers to global markets through direct or indirect, online and offline methods, enabling wider reach and market penetration.
10	18-05-2026	It highlights the importance of integrating technology, cultural awareness, and consistent messaging in global business communication.
11	25-05-2026	Digital Marketing Strategies for Global Markets outlines how businesses can effectively expand globally through digital channels. It covers topics like social media, search engine optimization, and content marketing.
12	04-06-2026	It outlines key strategies for building global brands, emphasizing consistent branding, cultural adaptation, digital trends, and storytelling.
13	08-06-2026	Step and structure of how to start and make a concept for Global Marketing Preparation. Starting with executive summary, company overview, market analysis, and marketing strategy.
14	15-06-2026	Seminar Lokakarya Export
15	22-06-2026	Communication Decisions in global marketing focus on how companies communicate effectively with international customers through various channels and messages.
16	29-06-2026	UAS



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Daftar Nilai

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No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2431500095	Raden Ajeng Syanara Rizki Almaz	88	78	90	95	88 => A
2	2431500186	Nadya Ramadhani Danto	81	78	92	95	89 => A
3	2431500301	Andina Husnul Fadillah Putri	94	70	90	80	80 => A-
4	2431500327	Melshandy Nursalim	100	80	95	90	89 => A
5	2431500376	Achmad Ismail	94	75	89	85	83 => A-
6	2431500673	Assyifa Qolby Dery Aziba	88	75	88	85	83 => A-
7	2431500921	Davello Nazeeya Sarfaraal	94	75	80	85	81 => A-
8	2431501028	Bagas Wanda Hendarto	81	75	90	80	82 => A-
9	2431501341	Muhammad Fayyadh Naufal	94	80	88	80	82 => A-
10	2431501374	Galuh Tiara Zulfa	94	80	92	80	84 => A-
11	2431501564	Priscilla Widiya Ningtyas	94	80	90	75	81 => A-
12	2431501606	Hukma Shabiya Rabbi Radhiya	94	80	90	95	89 => A
13	2431501671	Estifanos Abrham Birara	100	80	85	80	82 => A-
14	2431501861	Yashila Manderesta	100	80	90	85	85 => A