

Daftar Berita Acara Mengajar Fakultas Fakultas Ekonomi Dan Bisnis Genap 2022/2023

Matakuliah : Integrated Marketing Communication

Kelompok : IN

Dosen : Elizabeth, S.E, M.M

No.	Tanggal	Materi yang Diberikan
1	09-03-2023	INTRODUCTION
2	30-03-2023	WHAT IS MARKETING COMMUNICATION? FUNCTION MARKETING COMMUNICATION
3	06-04-2023	MEDIA -ABOVE THE LINE BENEFITS AND RISKS
4	13-04-2023	MEDIA - BELOW THE LINE BENEFITS AND RISKS
5	04-05-2023	INTEGRATED MARKETING COMMUNICATION BETWEEN ATL VS BTL
6	10-05-2023	OUTDOOR MEDIA BILLBOARD LED MOBILE STREET FURNITURE
7	11-05-2023	NEW MEDIA - BENEFITS AND RISKS
8	17-05-2023	MID TEST
9	31-05-2023	SHARING RATING COST PER CLICK
10	02-06-2023	MEDIA PLAN
11	08-06-2023	REACH FREKUENSI PASS ALONG READERSHIP
12	13-06-2023	CASE STUDY
13	20-06-2023	FINAL TEST