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### **Program Studi**

SI - Ilmu Komunikasi

### **Periode**

2023/2024 Ganjil

### **Mata Kuliah**

WK01042305 - Integrated Marketing Communication - 3 SKS

### **Nama Kelas**

KS-3

### **Kurikulum**

2021

### **Sistem Kuliah**

Karyawan

### **Kapasitas**

No	Hari	Waktu	Ruang	Pengajar	Materi	Realisasi
1	Sabtu, 6 Jan 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	Marketing Definisi Core Marketing Concepts (Needs, Wants, Demands) Definisi Marcom Engagement dalam Marcom	Marketing Definisi Core Marketing Concepts (Needs, Wants, Demands) Definisi Marcom Engagement dalam Marcom
2	Sabtu, 13 Jan 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	Konsep IMC Key Feature IMC	Konsep IMC Key Feature IMC
3	Minggu, 14 Jan 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	Etika Pemasaran	Etika Pemasaran
4	Sabtu, 20 Jan 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	SMART GOALS POSITIONING	SMART GOALS POSITIONING
5	Minggu, 21 Jan 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	Segmentation, Targeting (Geodemographic, Demographic, Psycographic) IMC TOOL Advertising Fenomena advertising	Segmentation, Targeting (Geodemographic, Demographic, Psycographic) IMC TOOL Advertising Fenomena advertising

No	Hari	Waktu	Ruang	Pengajar	Materi	Realisasi
6	Sabtu, 27 Jan 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	Sales Promotion Sponsorship PR sebagai IMC Tools POP Packaging Internet dan Viral marketing	Sales Promotion Sponsorship PR sebagai IMC Tools POP Packaging Internet dan Viral marketing
7	Sabtu, 3 Feb 2024	08:00 s.d. 10:59		Winda Dwi Astuti Zebua, S.Kom.I, M.Si	UAS	UAS