

Kode Kelas : 222221010603B C12
 Matakuliah : Metode Branding
 Dosen : Rian Dwi Antoro M. Sn

NAMA KELAS	NAMA MK	TANGGAL PERTEMUAN	JENIS PERTEMUAN	JAM MULAI	JAM SELESAI	TEMA	POKOK BAHASAN
222221010603B C12	Metode Branding	25 Feb 2023	Tatap Muka Luring (Offline)	03:30:00	05:10:00	KONTRAK PERKULIAHAN	Membahas kontrak perkuliahan & profil mata kuliah
222221010603B C12	Metode Branding	04 Mar 2023	Tatap Muka Luring (Offline)	03:30:00	05:10:00	KOMUNIKASI PEMASARAN TERPADU	Membahas tentang product, price, place, people
222221010603B C12	Metode Branding	11 Mar 2023	Tatap Muka Luring (Offline)	03:30:00	05:10:00	METODE BRANDING	Branding by thinking, Branding by Imagery, Branding By User Experience, Branding By Self Expression
222221010603B C12	Metode Branding	18 Mar 2023	Tatap Muka Luring (Offline)	00:00:00	03:15:00	SEGMENTASI PASAR	Demografi, Psikografi, Geografi & Hobi
222221010603B C12	Metode Branding	28 Mar 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00	POSITIONING	Differensiasi & Analisis Matrix SWOT
222221010603B C12	Metode Branding	08 Apr 2023	Tatap Muka Daring (Online)	12:45:00	03:15:00	TUGAS PROJECT METODE BRANDING (I)	Membuat proposal project berupa product knowledge dan segmentasi pasar
222221010603B C12	Metode Branding	15 Apr 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00	ASISTENSI PROJECT METODE BRANDING (I)	Presentasi project berupa product knowledge dan segmentasi pasar
222221010603B C12	Metode Branding	18 Apr 2023	Tatap Muka Daring (Online)	12:45:00	03:15:00	UTS	Menentukan metode branding
222221010603B C12	Metode Branding	06 May 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00	ASISTENSI PROJECT METODE BRANDING (II)	Memaparkan metode branding
222221010603B C12	Metode Branding	13 May 2023	Tatap Muka Daring (Online)	12:45:00	03:15:00	TUGAS PROJECT METODE BRANDING (III)	Melakukan proses kreatif berupa keyword, keyvisual, key message

222221010603B C12	Metode Branding	27 May 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00	ASISTENSI PROJECT METODE BRANDING (III)	Memaparkan konsep berupa Mindmap: keyword & keyvisual + moodboard & tagline (positioning)
222221010603B C12	Metode Branding	10 Jun 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00		
222221010603B C12	Metode Branding	01 Jul 2023	Asinkron (LMS)	12:45:00	03:15:00	TUGAS PROJECT METODE BRANDING (IV)	Membuat alternatif sketsa & digital (master desain)
222221010603B C12	Metode Branding	13 Jul 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00	ASISTENSI PROJECT METODE BRANDING (IV)	Memaparkan alternatif sketsa & digital (master desain)
222221010603B C12	Metode Branding	14 Jul 2023	Tatap Muka Luring (Offline)	12:45:00	03:15:00		
222221010603B C12	Metode Branding	16 Jul 2023	Tatap Muka Daring (Online)	12:45:00	03:15:00	UAS	Mengimplementasikan iklan diberbagai media promosi

Jakarta, 24 Juli 2023



Rian Dwi Antoro M.Sn