



**KEGIATAN PROSES PEMBELAJARAN  
 SEMESTER GASAL 2023/2024**

PROGRAM STUDI : MANAJEMEN  
 NAMA MATA KULIAH : EM 506 - E-MARKETING  
 KELAS : A  
 NAMA DOSEN : Drs. Muhammad Subkhan, M.M.

| Minggu Ke | Rencana Materi Sesuai Pembelajaran Semester (RPS) | Pelaksanaan                  |                                     | Keefektifan Mahasiswa |              | Paraf |           |
|-----------|---|------------------------------|-------------------------------------|-----------------------|--------------|-------|-----------|
|           |   | Tanggal                      | Materi Kuliah                       | Kesan Mahasiswa       | Jumlah Hadir | Dosen | Wakil MHS |
| 1         |   | 05 Sep 2023<br>16:30 - 19:00 | Pengantar dan Penjelasan Umum       |                       | 34           |       |           |
| 2         |   | 12 Sep 2023<br>16:30 - 19:00 | Pemasaran Abad 21                   |                       | 35           |       |           |
| 3         |   | 19 Sep 2023<br>16:30 - 19:00 | Adapting New Economy                |                       | 36           |       |           |
| 4         |   | 26 Sep 2023<br>16:30 - 19:00 | E comnerce                          |                       | 37           |       |           |
| 5         |   | 03 Okt 2023<br>16:31 - 19:01 | Review Materi                       |                       | 37           |       |           |
| 6         |   | 10 Okt 2023<br>16:00 - 18:30 | INTEGRATED MARKETING COMMUNICATIONS |                       | 31           |       |           |
| 7         |   | 17 Okt 2023<br>16:02 - 18:32 | Tugas IMC                           |                       | 34           |       |           |
| 8         | Ujian Tengah Semester (UTS)                       | 26 Okt 2023<br>20:18 - 21:58 | Ujian Tengah Semester (UTS)         |                       | 38           |       |           |
| 9         |   | 07 Nov 2023<br>17:47 - 20:17 | Sosmwd Marketing                    |                       | 15           |       |           |
| 10        |   | 14 Nov 2023<br>16:00 - 18:30 | Sosmed Marketing (Lanjutan)         |                       | 24           |       |           |
| 11        |   | 21 Nov 2023<br>16:30 - 19:00 | Whatsapp, Maps dan Market Place     |                       | 37           |       |           |
| 12        |   | 28 Nov 2023<br>16:30 - 19:00 | Digital Marketing sektor Pariwisata |                       | 33           |       |           |
| 13        |   | 05 Des 2023<br>16:30 - 19:00 | Review Artikel E Marketing          |                       | 36           |       |           |
| 14        |   | 12 Des 2023<br>15:30 - 18:00 | Praktik di Perusahaan               |                       | 38           |       |           |
| 15        |   | 19 Des 2023<br>15:30 - 18:00 | Quizz dan Review                    |                       | 38           |       |           |
| 16        | Ujian Akhir Semester (UAS)                        | 10 Jan 2024<br>20:10 - 22:10 | Ujian Akhir Semester (UAS)          |                       | 37           |       |           |

MENGETAHUI  
KAPRODI :

Ketua GKM Prodi

Yogyakarta, .....  
Dosen

Dila Damayanti, SE, M.Si

Dila Damayanti, SE, M.Si

Drs. Muhammad Subkhan, M.M.