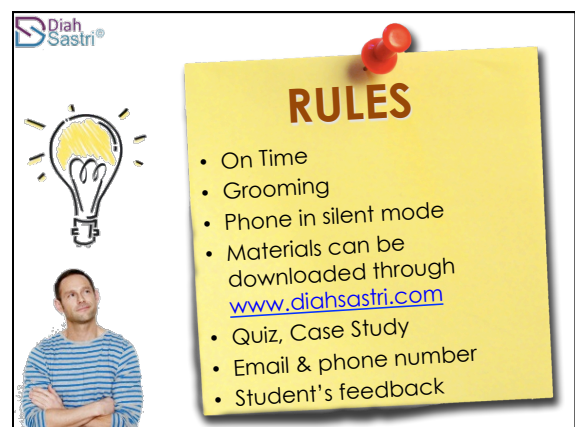
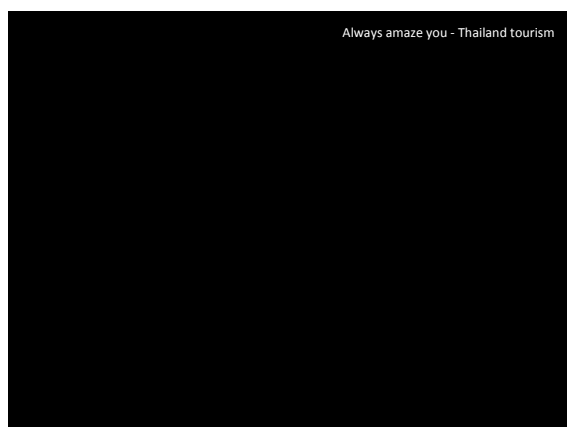
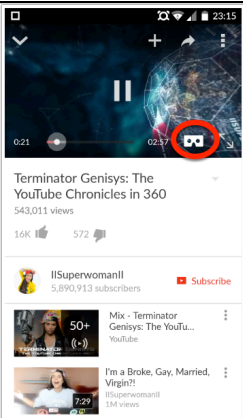
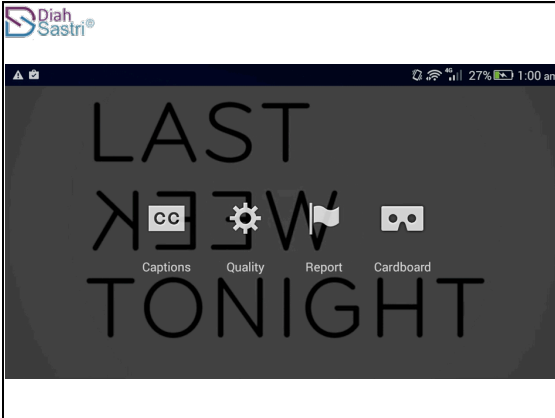




MINGGU KE	MATERI KULIAH
1.	Pengertian dan Konsep-konsep dasar pemasaran
2.	Perkembangan konsep-konsep pemasaran
3.	Pengertian pasar dan berbagai pendekatan segmentasi pasar
4.	Pemilihan target pasar dan Penciptaan posisi pasar
5.	Conventional marketing vs Marketing 3.0
6.	Digital Marketing
7.	Middle test
8.	Pengertian dan konsep bauran pemasaran
9.	Komponen-komponen dari produk
10.	Perencanaan dan pengembangan produk
11.	Metode penetapan harga
12.	Strategi penetapan harga
13.	Perencanaan promosi
14.	Perencanaan dan pemilihan saluran distribusi
15.	Pengenalan terhadap rencana pemasaran
16.	Review and discussion
17.	Final Test

Virtual Reality

- IOS 9.3 / Android yg sudah terupdate
- YouTube versi terbaru
- Search: VR 360 videos
- Download Aps


Assessment Criteria

- 20% UTS
- 20% UAS
- 60% Process
 - Quiz
 - Homework's
 - Discussions
 - Case Study



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ANALOGI POHON DALAM PARIWISATA BUDAYA

Beberapa waktu yang lalu ada seorang mahasiswa yang menyampaikan secara bergaji ke saya bahwa pariwisata di Bali sudah membuat Bali diambang kehancuran. Menurutnya dari artikel-artikel yang dia baca di media, sangat jelas bahwa pariwisata menghancurkan budaya, menghancurkan mental bahkan berpotensi menghancurkan jati diri "The Bali-an" orang Bali. Komentar saya sambil tersenyum "OK, kalau begitu bagaimana kalau kita buatkan saja pariwisata? Stop saja busur datang ke Bali dan tutup semua hotel yang ada di Bali". Jawabnya "Jangan itu, nanti kita makan dari mana tanpa pariwisata?"

Dialog singkat tersebut merupakan potret bagaimana pariwisata budaya Bali selalu dilecehkan namun diseti sisi dibutuhkan. Keterkaitan Bali dengan pariwisata bukan hanya sekedar "saya tanpa pariwisata" namun sudah menjadi "bread and growth of Bali".

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- 02 UNDERSTANDING MARKETING IN HOSPITALITY What are the fundamental of marketing?
- 03 MARKETING CONCEPTS_DS On this segment we will learn about Marketing Concepts
- 04 MARKETING ENVIRONMENT_DS Knowing your marketing environment will help you survive in selling your product and service.

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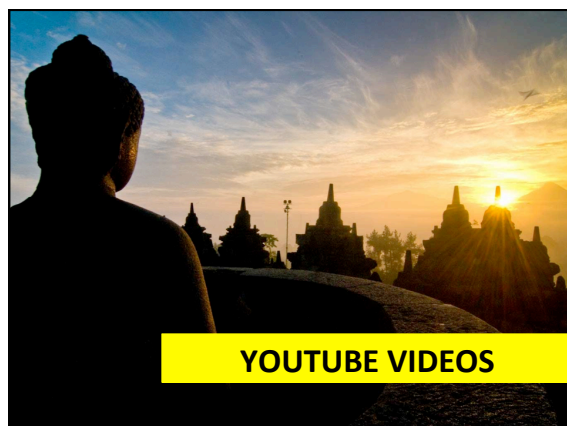
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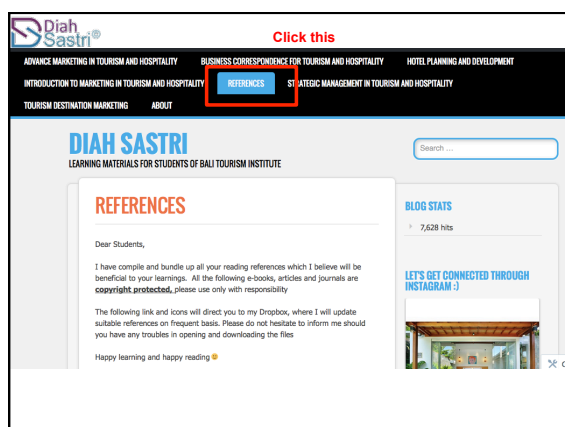
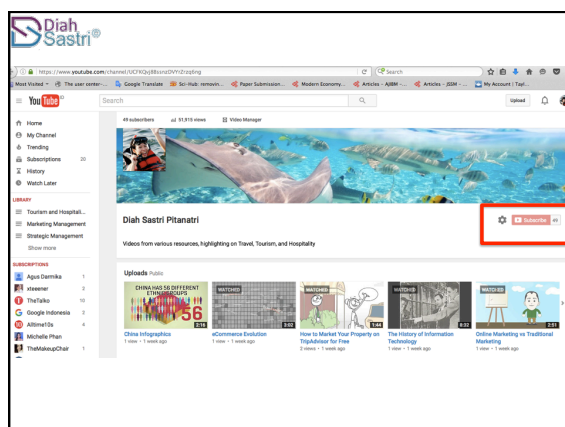
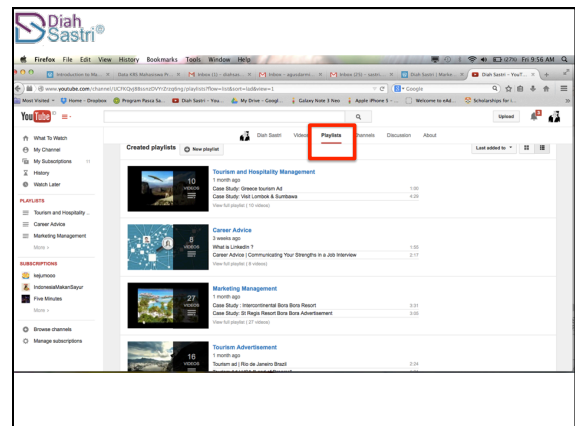
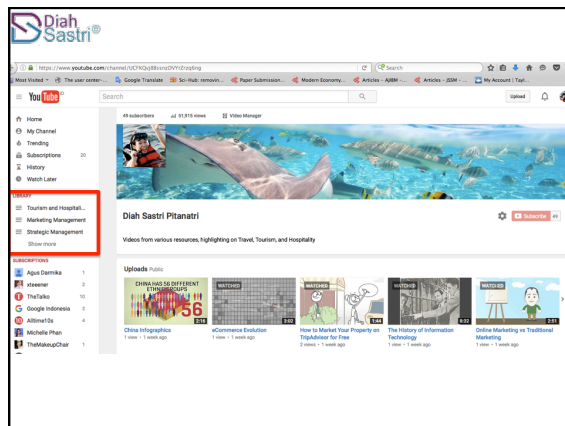
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