

NUR WAHYUNI, Dra., M.M Pemasaran Ritel (3 SKS)

Tanggal Mengajar : Tuesday, 07 March 2023

Pertemuan : 01

PENDAHULUAN

1. Latar belakang dan pengertian Ritel





2. Fungsi pemasaran Ritel

3. Jenis-jenis ritel

File Materi : 156_20230307081356_RITEL 1.pptx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Tuesday, 07 March 2023 08:44:00	Tuesday, 07 March 2023 08:44:00	
	2113290002	YOSI RISKI RAMANDA PUTRI TGL. ABSEN : Tuesday, 07 March 2023 10:37:53	Tuesday, 07 March 2023 10:38:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Tuesday, 07 March 2023 09:53:03	Tuesday, 07 March 2023 09:54:00	
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Tuesday, 07 March 2023 09:00:00	Tuesday, 07 March 2023 10:59:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Tuesday, 07 March 2023 10:31:00	Tuesday, 07 March 2023 10:34:00	

Tanggal Mengajar : Tuesday, 14 March 2023

Pertemuan : 02

PARADIGMA RITEL TRDISIONAL DAN RITEL MODERN

FUNGSI-FUNGSI YANG DIJALANKAN BISNIS RITEL

KAREAKTERISTIK DASAR RITEL





PELUANG INDUSTRI RITEL DI INDONESIA

TUGAS-TUGAS

File Materi : 156_20230314014316_MINGGU KE 2.docx

File Tugas : 156_20230314014356_TUGAS MINGGU KE 2.docx

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Tuesday, 07 March 2023 08:44:00	Tuesday, 14 March 2023 08:16:00	156_11_2113290001_Ainaya Alfatiha_Pemasaran ritel2.docx
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Tuesday, 07 March 2023 10:37:53	Tuesday, 14 March 2023 07:53:00	156_11_Yosi Riska (2113290002) Pemasaran Ritel Minggu 2.docx
	2113290003	POPPY IRMADA TGL. ABSEN : Tuesday, 07 March 2023 09:53:03		156_11_TUGAS MINGGU KE 2 - Poppy Irmada (2113290003).docx
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Tuesday, 07 March 2023 09:00:00	Tuesday, 14 March 2023 11:05:00	156_11_tugas pemasaran ritel02.docx
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Tuesday, 07 March 2023 10:31:00	Tuesday, 14 March 2023 12:33:00	156_11_tugas fikri.docx

Tanggal Mengajar : Friday, 24 March 2023

Pertemuan : 03

STRATEGI PEMASARAN BISNIS RITEL

TARGET PASAR DAN FORMAT RITEL





BAURAN RITEL

PENGEMBANGAN KEUNGGULAN BERSAING

File Materi : 156_20230324064459_Minggu ke 3.docx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 24 March 2023 08:42:54	Friday, 24 March 2023 08:43:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 24 March 2023 08:04:51	Friday, 24 March 2023 08:05:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 24 March 2023 09:10:15	Friday, 24 March 2023 14:51:00	
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 24 March 2023 09:55:47	Friday, 24 March 2023 09:56:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 24 March 2023 10:05:00	Friday, 24 March 2023 10:05:00	

Tanggal Mengajar : Friday, 31 March 2023

Pertemuan : 04




LOKASI RITEL

Analisis area perdagangan(trading are analysis)

File Materi : 156_20230331095123_ritel 4.docx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 31 March 2023 10:18:09	Friday, 31 March 2023 10:18:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 31 March 2023 10:57:33	Friday, 31 March 2023 16:17:00	
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 31 March 2023 15:33:20	Friday, 31 March 2023 15:34:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 31 March 2023 16:12:00	Friday, 31 March 2023 16:12:00	

Tanggal Mengajar :

Pertemuan : 05

File Materi :

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
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Tanggal Mengajar : Friday, 14 April 2023




Pertemuan : 06

RUANG LINGKUP DAN PARADIGMA BISNIS RITEL DI INDONESIA

File Materi : 156_20230414090819_MINGGU 5.docx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 14 April 2023 11:32:55	Friday, 14 April 2023 11:33:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 14 April 2023 12:18:11		
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 14 April 2023 20:21:15	Friday, 14 April 2023 20:21:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 14 April 2023 17:11:00	Friday, 14 April 2023 17:11:00	

Tanggal Mengajar : Friday, 05 May 2023





Pertemuan : 07

Strategi pemasaran dalam bisnis ritel

File Materi : 156_20230505092512_minggu 7.docx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 05 May 2023 13:17:51	Friday, 05 May 2023 13:18:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 05 May 2023 09:26:25	Friday, 05 May 2023 09:27:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 05 May 2023 11:03:10	Friday, 05 May 2023 11:03:00	
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 05 May 2023 10:49:24	Friday, 05 May 2023 16:03:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 05 May 2023 16:00:00	Friday, 05 May 2023 16:00:00	

Tanggal Mengajar :

Pertemuan : 08

File Materi :

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
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Tanggal Mengajar : Friday, 02 June 2023





Pertemuan : 09

Memonitor Kinerja Pemasaran Ritel

File Materi : 156_20230602083432_minggu 10.docx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 02 June 2023 10:02:59	Friday, 02 June 2023 10:03:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 02 June 2023 09:38:16	Friday, 02 June 2023 09:39:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 02 June 2023 11:11:10	Friday, 02 June 2023 11:12:00	
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 02 June 2023 09:33:38	Friday, 02 June 2023 13:26:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 02 June 2023 09:31:00	Friday, 02 June 2023 09:31:00	

Tanggal Mengajar : Friday, 09 June 2023

Pertemuan : 10

Memonitor Kinerja Pemasaran Ritel

File Materi : 156_20230609012233_minggu 11.docx

File Tugas :

Mahasiswa





FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 09 June 2023 09:14:56	Friday, 09 June 2023 09:15:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 09 June 2023 08:47:41	Friday, 09 June 2023 08:48:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Monday, 12 June 2023 08:09:00	Monday, 12 June 2023 08:09:00	

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 09 June 2023 18:23:30	Friday, 09 June 2023 18:24:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 09 June 2023 15:30:00	Friday, 09 June 2023 15:30:00	

Tanggal Mengajar : Friday, 16 June 2023





Pertemuan : 11

MEMBANGUN MANAJEMEN RELASIONAL DALAM BISNIS RITEL

File Materi : 156_20230616080057_MINGGU 12.docx

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 16 June 2023 19:44:29	Friday, 16 June 2023 19:45:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 16 June 2023 09:39:52	Friday, 16 June 2023 09:40:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 16 June 2023 10:24:08		
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 16 June 2023 09:40:18	Friday, 16 June 2023 09:40:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 16 June 2023 09:28:00	Friday, 16 June 2023 09:28:00	

Tanggal Mengajar : Friday, 23 June 2023





Pertemuan : 12

Strategi pemasaran dalam bisnis ritel

File Materi : 156_20230623064510_minggu 13.docx

File Tugas : 156_20230623064614_TUGAS MINGGU 13.docx

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 23 June 2023 16:19:00	Friday, 23 June 2023 16:19:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 16 June 2023 09:39:52	Friday, 23 June 2023 10:55:00	156_11_Yosi Riska (2113290002) Pemasaran Ritel Minggu 13.pdf
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 16 June 2023 10:24:08		156_11_TUGAS MINGGU 13 - Poppy Irmada (2113290003).docx
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 16 June 2023 09:40:18	Friday, 23 June 2023 08:31:00	156_11_tugas pemasaran ritel pert13.docx
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 23 June 2023 13:06:00	Friday, 23 June 2023 13:06:00	

Tanggal Mengajar :

Pertemuan : 13

File Materi :

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS

Tanggal Mengajar : Friday, 07 July 2023
Pertemuan : 14
PERILAKU BELANJA PELANGGAN DALAM BISNIS RITEL

File Materi : [156_20230707052735_minggu 14.docx](#)

File Tugas :

Mahasiswa





FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290001	AINAYA ALFATIHA TGL. ABSEN : Friday, 07 July 2023 11:38:40	Friday, 07 July 2023 11:38:00	
	2113290002	YOSI RISKA RAMANDA PUTRI TGL. ABSEN : Friday, 07 July 2023 09:30:11	Friday, 07 July 2023 10:53:00	
	2113290003	POPPY IRMADA TGL. ABSEN : Friday, 07 July 2023 09:19:06		

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2113290004	SABNA MUTIARA INSANI TGL. ABSEN : Friday, 07 July 2023 21:52:32	Friday, 07 July 2023 21:53:00	
	2113290005	MOCHAMAD NURUL FIKRI TGL. ABSEN : Friday, 07 July 2023 10:27:00	Friday, 07 July 2023 10:27:00	