

CURRICULUM VITAE

1	Fullname	Mirna Tria Pratiwi, ST, MM
2	Sex	Female
3	Academic Qualification	Lecturer
4	NIP/NIK	218080768
5	Place and Date of Birth	Ujung Pandang, July 15 1991
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A. Academic Qualifications

Courses	Description
Marketing Management	This course prepares students to improve their ability to make effective marketing decisions, including assessing marketing opportunities, developing strategies, and implementing plans. Course topics include market-oriented strategic planning, marketing research, information systems, buyer behaviour, target market selection, pricing, distribution, communication including advertising, public relations, sales promotion, direct marketing, and personal selling.
Integrated Marketing Communication	This course introduces the students to the field of integrated marketing communication (IMC) and its role in the marketing mix. Emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns based on clear objectives, market segmentation and target marketing, within established time and cost parameters. This course will examine the process by which integrated marketing communication program developed, executed, and measured. The development IMC program requires understanding of the overall marketing process theory, communication theory, marketing communication tools, consumer behavior, and marketing organization structure operation.
Business Mathematics	Business math prepares the students to think logically and critically about finance. This course designed to introduce the basic mathematical skill needed to remember, understand, analyze, and solve mathematical problems encountered in business and finance. Course topics include linear function, limits,

	integration, sets, etc.

B. Professional Qualifications

Position	Description	Year
Member	ADI (Asosiasi Dosen Indonesia)	2019-now

C. Academic Career and Position

Position	Description

D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed

E. Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed

F. Citation



Mirna Tria Pratiwi

Universitas Esa Unggul

Email yang diverifikasi di esaunggul.ac.id - [Beranda](#)

[Marketing](#) [Human Resource Manage...](#) [Strategic Management](#)

IKUTI

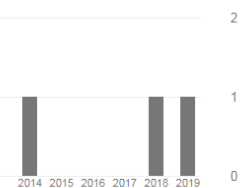
BUAT PROFIL SAYA

Dikutip oleh

	Semua	Sejak 2014
Kutipan	3	3
indeks-h	1	1
indeks-i10	0	0

JUDUL	DIKUTIP OLEH	TAHUN
ANALISIS PENGARUH TECHNOLOGY READINESS TERHADAP MINAT MENGGUNAKAN TCASH DI KOTA SEMARANG MT Pratiwi, F Indriani Diponegoro University	2	2017
APLIKASI KODE RANTAI UNTUK MENENTUKAN KELILING DAN LUASSUATU BANGUN DATAR DUA DIMENSI MT Pratiwi, I Santoso, AA Zahra TRANSIENT 2 (4), 924-929	1	2014

Artikel 1-2 [TAMPILKAN LAINNYA](#)



Jakarta, Oktober 2019

Mirna Tria Pratiwi, ST, MM