

## **Evaluasi pengendalian aktivitas pemasaran PT ABC = Evaluation of control function over marketing activities in PT ABC**

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### **Abstrak**

[Laporan magang ini membahas tentang penilaian atas pengendalian aktivitas pemasaran yang dilakukan oleh divisi Brand Building Finance PT ABC untuk periode Juni-September 2014. Penilaian tersebut ditujukan untuk meningkatkan performa perusahaan terutama dalam efektivitas pengembalian yang diperoleh dari kegiatan pemasaran. Penilaian dilakukan dengan menggunakan Key Performance Indicator (KPI) yang telah ditentukan oleh PT ABC. Hasil penilaian menyimpulkan bahwa dari fungsi pengendalian di sisi perencanaan dan evaluasi akhir telah berjalan.;This internship report discusses about the evaluation and assessment of control mechanism over Marketing Activities that is performed by Brand Building Finance Division of PT ABC for the period of June- September 2014. This assessment aims to improve company?s performance mainly on return effectiveness gained from marketing activities. Assessment is done by using the Key Performance Indicator (KPI) determined by PT ABC. The result of this assessment concludes that the Internal Control over Marketing Activities of PT ABC especially in planning and evaluating has been implemented.;This internship report discusses about the evaluation and assessment of control mechanism over Marketing Activities that is performed by Brand Building Finance Division of PT ABC for the period of June- September 2014. This assessment aims to improve company?s performance mainly on return effectiveness gained from marketing activities. Assessment is done by using the Key Performance Indicator (KPI) determined by PT ABC. The result of this assessment concludes that the Internal Control over Marketing Activities of PT ABC especially in planning and evaluating has been implemented., This internship report discusses about the evaluation and assessment of control mechanism over Marketing Activities that is performed by Brand Building Finance Division of PT ABC for the period of June- September 2014. This assessment aims to improve company?s performance mainly on return effectiveness gained from marketing activities. Assessment is done by using the Key Performance Indicator (KPI) determined by PT ABC. The result of this assessment concludes that the Internal Control over Marketing Activities of PT ABC especially in planning and evaluating has been implemented.]