

ABSTRACT

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IMPLEMENTATION OF PRODUCT LINE MARKETING ACTIVITIES THROUGH PARTNERSHIP PROGRAM AT PT. PALAPA CERAMIC GRANITE

While running the Professional Work program at PT. PALAPA CERAMIC GRANITE, Practicing work under the supervision of mentors and work supervisors. Practitioners have the opportunity to work in the Product Line Marketing Division through a partnership program, the tasks given include making offers, marketing, collecting data on potential partners, and evaluating bidding and marketing activities.

Practitioners get a lot of benefits from the professional work they do, including training in how to communicate, improving mentality in the world of work, marketing knowledge and getting an overview of the world of work.

Keywords: marketing, offer, partnership program, world of work

