

ABSTRACT

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WORK ACTIVITIES STRATEGIC MARKETING DEPARTEMENT, PT PP (PERSERO) TBK

While carrying out professional work at PT PP Persero (Tbk), Practitioners work under the supervision and guidance of Senior Manager, Head of Strategic Marketing Department, PT PP (Persero) Tbk. In carrying out Professional Work, Practitioners have the opportunity to participate and be directly involved in the work activities of the Department Strategic Marketing at PT PP Persero (Tbk) by helping the daily tasks of Team theDepartment Strategic Marketing such as Checklist and Crosscheck Company Documents, Participate in PMO (Project Officer Management)) Sub Commercial Management, Uploading Contract Documents, and Facilitating data Market Research Analysis.

Keywords: Strategic Marketing, Marketing