



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

Project Improvement Optimalitas Brand Awareness
Studi Magang pada Rockologist

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PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024



UNIVERSITAS
PRASETIYA MULYA
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

*Project Improvement of Brand Awareness
Optimization Internship Study at Rockologist*

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CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA
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