

### Description of Course Unit

Course unit title	Consumer Behavior
Course unit code	HM081208
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Fourth year
Semester/trimester when the course unit is delivered	Seventh semester
Number of ECTS credits allocated	2.78
Name of lecturer(s)	-
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Upholding human values in carrying out duties based on religion, morals and ethics</li> <li>2. Working together and having social sensitivity and concern for society and the environment</li> <li>3. Knowledge of the industrial era and its development, as well as the problems faced by contemporary society in accordance with the collective benefit locally, nationally and globally.</li> <li>4. Able to apply logical, critical, systematic and innovative thinking in the context of developing or implementing science and technology that pays attention to and applies humanities values in accordance with their field of expertise.</li> <li>5. Able to make appropriate decisions in the context of solving problems in the field of communication skills, based on the results of appropriate information and data analysis.</li> <li>6. Able to plan, produce and distribute communication messages for various purposes, using various media platforms in accordance with applicable legal norms, social norms and ethics</li> </ol>
Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Technology-Driven Consumer Behavior</li> <li>2. Segmentation, Targeting, and Positioning</li> <li>3. Consumer Motivation and Personality</li> <li>4. Consumer Perception</li> <li>5. Consumer Learning</li> <li>6. Consumer Attitude Formation and Change</li> </ol>

	<ol style="list-style-type: none"> <li>7. Persuading Consumers</li> <li>8. From Print and Broadcast Advertising to Social and Mobile Media</li> <li>9. Reference Groups and Word-of-Mouth</li> <li>10. The Family and Its Social Standing</li> <li>11. Culture's Influence on Consumer Behavior</li> <li>12. Subcultures and Consumer Behavior</li> <li>13. Cross-Cultural Consumer Behavior: An International Perspective</li> <li>14. Consumer Decision-Making and Diffusion of Innovations</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Leon G. Schiffman, J. Donald Kennedy Chair in E-Commerce, Peter J. Tobin College of Business, St. John's University, New York City, Joseph Wisenblit, Professor of Marketing, Stillman School of Business, Seton Hall University. — Eleventh edition.</li> <li>2. Frank R. Kardes, Maria L. Cronley, Thomas W. Cline, 2011 South-Western, Cengage Learning</li> <li>3. Richard K. Miller and Kelli Washington, CONSUMER BEHAVIOR 2017-2018, 12 th Edition, Richard K. Miller &amp; Associates 4132 Atlanta Highway, Suite 110 Loganville, GA 30052 (888) 928-RKMA (7562)</li> <li>4. Michael R. Solomon. (2013). Consumer Behavior: Buying, Having, and Being. Saint Joseph's University and The University of Manchester (U.K)</li> </ol>
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, quizzes, mid and final semester exams.

## Consumer Behavior Assessment Rubric

### Analyze project on digital platform.

Direction: chose one of the following topics as writing project topic.

1. Describes several examples of technological innovations designed to increase customer retention.
2. Explain the concepts of Segmentation, Targeting and Positioning in a brand
3. Select and explain several brands that are considered successful in persuading consumers through print advertisements, mass media advertisements and social media advertisements
4. Analyzing several brands that approach culture

### Mid-term test for consumer behavior course.

Direction: Analyzing consumer behavior journals through several influences.

1. Write analysis of the influence of advertising appeal on consumer behavior
2. wrote analysis of the influence of Reference Group and E-WOM on consumer behavior

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.



