

Course: Consumer Behavior						
module/course code IAB69013		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 4	Frequency Even Semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) 1. Marketing Management					
2	Learning outcomes 1. Able to demonstrate a responsible attitude towards work in their field of expertise independently related to contexts related to consumer behavior. 2. Able to demonstrate ability in decision making in solving problems related to consumer behavior. 3. Able to demonstrate analytical skills in formulating concepts and strategies related to consumer behavior. 4. Mastering general theoretical concepts related to theories: Buying, Having, Being, Perception, Learning & Memory, Motivation, Values & Involvement, Decision Making, Shopping, Buying Evaluating & Disposing, Group Influence & Opinion Leadership, Sub Culture & Social Class					
3	Description: The Consumer Behavior course discusses three major parts, namely consumers as individuals, consumers as part of members of society, and consumer decision making. The discussion of this course begins with material on the basic concepts of consumer behavior, perceptions, attitude formation and changes, personality as an internal determinant that affects the behavior of a consumer. In addition, it also discusses the topic of consumer decision making which includes the basic concepts of decision making itself, decision making processes, and consumer decision making models. To sharpen the discussion, this course is also equipped with a number of case studies, both cases in Indonesia as well as in a number of foreign countries.					
4	Subject aims/Content 1. Buying, Having, Being 2. Perception 3. Learning & Memory 4. Motivation, Values & Involvement 5. The Self 6. Personality & Lifestyle 7. Attitudes and Persuasion 8. Decision Making					

	9. Shopping, Buying Evaluating & Disposing 10. Group Influence & Opinion Leadership 11. Sub Culture & Social Class 12. Consumer Analysis on Positioning 13. Consumer Analysis on Product & Price 14. Consumer Analysis on Promotion & Channel Strategy
5	Teaching methods 1. Lectures 2. Discussions 3. Group Works
6	Assessment methods 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz
7	Other information e.g. bibliographical references Main 1. J. Paul Peter Jerry C. Olson, CONSUMER BEHAVIOR & MARKETING STRATEGY, 9 TRD EDITION, University of Wisconsin, Madison Supporter 2. Michael Solomon Gary Bamossy Søren Askegaard Margaret K. Hogg. CONSUMER BEHAVIOUR A European Perspective. Third edition : Prentice Hall 2006