

Name: Consumer Behavior					
Module/Course Code: IAB69013	Student workload: 510 Minutes / Week	Credits (ECTS): 4.53 ECTS	Semester 4	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/ Response		Contact hours: 150 minutes/week	Independent study 360 minutes/week		Class size X students: 30 Students
1	Prerequisites for participation: - 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	Teaching methods: 1. Lectures 2. Discussions 3. Group Works				
5	Assessment methods: 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz				
6	Other information e.g. bibliographical references: Main reference 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				