

**Template**

**Description of Course Unit according to the  
ECTS User's Guide 2015**

Course unit title	Special Topics Management Marketing and Analysis Behavior Consumer
Course unit code	EMM5007
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Master
Year of study when the course unit is delivered (if applicable)	Odd
Semester/trimester when the course unit is delivered	3
Number of ECTS credits allocated	92.80
Name of lecturer(s)	1. Prof. Dr. Hj. Diah Natalisa, M.B.A 2. Dr. Zakaria Wahab, M.B.A 3. Dr. Markoni Badri, M.B.A., C.I.M. 4. Dr. Ahmad Maulana, S.E., M.M., Ak
Learning outcomes of the course unit	M1 Understand the processes that occur in consumer behavior (P1, KU1, KK4) M2 Understand various important concepts, theories and research results in the field of consumer behavior (P2,P3, KK2) M3 Developing the application of consumer behavior principles in marketing activities (P4, KU2, KU5, KK1)
Mode of delivery (face-to-face, distance learning)	Face to face
Prerequisites and co-requisites (if applicable)	-
Course content	1. Consumer Research 2. Market segmentation 3. Social class 4. Motivation 5. Perception 6. Personality Factor 7. Consumer Attitudes and Changes 8. Communication 9. Reference Groups and Families 10. Social Class and consumer behavior 11. Culture on Consumer Behavior 12. Learning Process and Consumer Decision Making

Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Leon G. Schiffman, Leslie Lazar Kanuk (2004), Consumer Behavior, 8th Edition, Prentice Hall International, Inc.</li> <li>2. Hawkins, Del I, Best RJ, Koney KA (1998), Consumer Behavior; Building Marketing Strategy, 7 th Ed, McGraw-Hill.</li> <li>3. Peter J P, Olson J C (2000), Understanding Consumer Behavior, 2 nd ed, Irwin R D, Inc, USA.</li> <li>4. Howard, JA (1989), Consumer Behavior in Marketing Strategy, Prentice-Hall, Inc.</li> </ol>
Planned learning activities and teaching methods	<ol style="list-style-type: none"> <li>1. Students understand the process in Consumer Research</li> <li>2. Able to understand and identify market segmentation</li> <li>3. Recognize and classify Social class</li> <li>4. Explain consumer motivation in decision making</li> <li>5. Understand the various perceptions that develop in consumers</li> <li>6. Be able to explain the Personality Factor in consumption</li> <li>7. How are Consumer Attitudes and Changes in consumption</li> <li>8. Able to understand and explain how to communicate consumers</li> <li>9. Be able to understand how Reference Groups and Families influence household consumption</li> <li>10. Be able to understand and explain the process and classification of Social Class and consumer behavior.</li> <li>11. Be able to understand how Culture on Consumer Behavior influences.</li> <li>12. Able to understand and explain Learning Process and Consumer Decision Making</li> </ol>
Language of instruction	Bahasa Indonesia
Assessment methods and criteria	<p>Written &amp; Oral test</p> <p>Criteria:</p> <p>A = 86-100</p> <p>B = 71-85,99</p> <p>C = 56-70,99</p> <p>D = 41-55,99</p>