LSPR Communication & Business Institute
Subject Syllabus

Subject Code	**:**	IKB01
Subject Title	**:**	Consumer Behaviour
Subject Specification	**:**	For students in Marketing Communication Major

Subject Overview **:**

This course discusses consumer behaviour that allows students to understand and predict consumer behaviour in the market. This is not only related to what consumers buy, but what, why, when, and where, and how often they buy it. The subject matter includes consumer behaviour models, segmentation, consumer characteristics, factors that influence consumer behaviour and the consumer decision-making process.

Course Objectives **:**

- Able to explain the definition, concepts and models of consumer behavior and analyze the application of culture in consumer behavior.
- Able to understand and explain reference groups, and understand consumer character from the perspective of perception, memory and product position.
- Able to explain and analyze motivation, personality, emotions, attitude formation and change and lifestyle.
- Able to analyze the latest trends in consumer behavior and provide examples of implementation of consumer behavior concepts
- Able to understand and explain the decision-making process in consumers.
- Able to understand and explain outlet selection in the consumer decision-making process and consumer satisfaction.

Course Method **:**

Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) :

Knowledge : Students are able to apply logical, critical, systematic, and innovative thinking and make decisions appropriately in the context of problem solving in the field of communication expertise, based on the results of appropriate information and data analysis on the needs of strategies and tactics through analysis and research on consumer behavior in the context of developing or implementing science, technology that pays attention to and applies humanities values in accordance with consumer behavior in the context of marketing communication in the fields of business and services.

Skill : Able to apply Analytical thinking, Creativity & Designing, Presentation Skill, Teamwork, Listening
Attitude : Able to apply politeness, conscientious and sociable behavior and uphold openness and be able to accept criticism and suggestions.

Course content :

Week	Topic
1	Introduction to Consumer Behavior
2	Consumer Behavior Model
3	Consumer Segmentation
4	Culture in Consumer Behavior
5	Reference Groups in Consumer Behavior
6	Perception, Learning, Memory, and Product Positioning
7	Consumer Motivation, Consumer Personality and Consumer Emotions
8	Mid Examination
9	Self - Concept & Lifestyle
10	Situational Effect in Consumer Behavior
11	Consumer Decision Making Process: Problem Recognition Information Search, Alternative Evaluation and Outlet Selection
12	Information Search, Alternative Evaluation & Selection
13	Outlet Section
14	Customer Satisfaction
15	Review for final test
16	Final Examination

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:
Final Examinations 35%
Mid-term Examinations 25%

Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Consumer Behavior	1. Understand and explain the definition of consumer behavior 2. students can determine correctly in identifying consumer behavior models 3. Able to explain the application of culture in consumer behavior	● Lecturer's presentation ● Question and answer ● Interactive Lectures
2	Consumer Behavior Model	1. Understand and explain the definition of consumer behavior 2. students can determine correctly in identifying consumer behavior models 3. Able to explain the application of culture in consumer behavior	● Lecturer's presentation ● Question and answer ● Case Based Learning ● Problem Based Learning
3	Consumer Segmentation	1. Students understand and have accuracy in explaining consumer perceptions 2. Students understand and have the accuracy in identifying the influence of reference groups 3. Students understand and have the accuracy in explaining about memory in consumer behavior 4. Students understand and have the accuracy in	● Lecturer's presentation ● Class discussion ● Question and answer

		explaining product position in consumer behavior	
4	Culture in Consumer Behavior	1. Students understand and have accuracy in explaining consumer perceptions 2. Students understand and have the accuracy in identifying the influence of reference groups 3. Students understand and have the accuracy in explaining about memory in consumer behavior 4. Students understand and have the accuracy in explaining product position in consumer behavior	● Lecturer's presentation ● Case Study ● Assignment ● Cooperative Learning
5	Reference Groups in Consumer Behavior	1. Students understand and have the accuracy in providing explanations and examples of motivation, personality and emotions in the consumer consumption process. 2. Students understand and have the accuracy in identifying and analyzing the formation and change of attitudes in consumer behavior.	● Lecturer's presentation ● Class discussion ● Question and answer ● Case Study
6	Perception, Learning, Memory, and Product Positioning	1. Students understand and have the accuracy in providing explanations and examples of motivation, personality and emotions in the consumer consumption process. 2. Students understand and have the accuracy in identifying and analyzing the formation and change of attitudes in consumer behavior.	● Lecturer's presentation ● Class discussion ● Question and answer ● Case Based Learning
7	Consumer Motivation, Consumer Personality and Consumer Emotions	1. Students are able to explain and provide examples and current trends in consumer	● Lecturer's presentation ● Class Discussion

		behavior material specializes in eco-friendly home products.	• Question and answer • Discovery Learning • Problem-solving Discussions
8	**Mid Term Test**		
9	Self - Concept & Lifestyle	1. Students are able to understand and explain consumer characteristics from Self-Concept & Lifestyle and Situational Effect in Consumer Behavior 2. Students are able to understand and explain precisely about individual consumers and lifestyles in the consumer consumption process 3. Students are able to understand and explain precisely in identifying and analyzing situational effects in consumer behavior	• Lecturer's presentation • Class discussion • Question and answer
10	Situational Effect in Consumer Behavior	1. Students are able to understand and explain consumer characteristics from Self-Concept & Lifestyle and Situational Effect in Consumer Behavior 2. Students are able to understand and explain precisely about individual consumers and lifestyles in the consumer consumption process 3. Students are able to understand and explain precisely in identifying and analyzing situational effects in consumer behavior	• Lecturer's presentation • Class discussion • Question and answer • Case Small/Focus Group Discussions
11	Consumer Decision Making Process: Problem Recognition Information Search,	1. Students are able to understand and explain the	• Lecturer's presentation • Class discussion

	Alternative Evaluation and Outlet Selection	consumer decision-making process 2. Students are able to understand and explain correctly and provide examples of the consumer decision-making process	● Question and answer ● Study Case ● Problem-solving Discussions
12	Information Search, Alternative Evaluation & Selection	1. Students are able to understand and explain the consumer decision-making process 2. Students are able to understand and explain correctly and provide examples of the consumer decision-making process	● Lecturer's presentation ● Class discussion ● Question and answer ● Case Study
13	Outlet Section	1. Students are able to understand and explain the selection of outlets in the consumer decision-making process and customer satisfaction. 2. Students are able to understand and explain correctly and provide examples of consumer decision processes related to location selection (outlets) 3. Students are able to understand and explain the factors that influence customer satisfaction	● Lecturer's presentation ● Class discussion ● Question and answer
14	Customer Satisfaction	1. Students are able to understand and explain the selection of outlets in the consumer decision-making process and customer satisfaction. 2. Students are able to understand and explain correctly and provide examples of consumer decision processes related to location selection (outlets)	● Lecturer's presentation ● Class discussion ● Assignment

		3. Students are able to understand and explain the factors that influence customer satisfaction	
15	Materials Review Before Final Exam		• Lecturer's presentation • Class discussion • Question and answer
16	**Final Examination**		

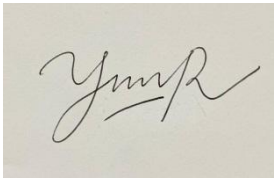
Midterm Paper Guideline **:** Paper Examination

Final Paper Guideline **:** Group Project or Group Presentation & QA Session

References **:**

Solomon, M. R., (2019). Consumer Behavior: Buying, Having, and Being. 13th Edition. Boston: Pearson.

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