
SYLLABUS

Date/Revision December 5, 2016
Faculty Business and Social Sciences
Approval Dr. Samuel Prasetya

SUBJECT : CONSUMER BEHAVIOR

1. Identification of Subject:

Name of Subject : Consumer Behavior
Code of Subject : MKTG-2000
SKS/ECTS : 3/5
Semester : 4
Study Program : B-IBA/B-MGT
Lecturer : Dr. Samuel Prasetya & Dr. (cand) Wulan, MBA

2. Competency (Learning Outcome)

Upon completion of this course, students are expected to be able to:

- 1) Understand the role of consumer behavior in shaping the marketing strategies of business firms.
- 2) Understand the factors that influence consumer behavior such as culture, social and psychological factors.
- 3) Have a knowledge understanding of stages of buying decision process.

3. Description of Subject:

This course focuses on the study of buying and consumption behavior of consumers. It also discusses the ways at which principles, concepts and theories from other social sciences, such as psychology, sociology, anthropology and cultural, and economics, could be applied to the study of buying and consumption behavior of individual. Thus, students will be able to familiar with the factors that shape consumer behavior and how the factors influence the consumers themselves and overall marketing activities.

4. Learning Approach

Approach : Combination of Expository - inquiry and collaborative
Method : Discussions, questions/answers, sample problems/cases, group works
Student Task : Homework, presentation
Media : LCD projector

5. Evaluation

Maximum absences : 25%
Projects (individual & group) : 20 points
Presentation : 10 points

Quizzes	:	10 points
Final Examination	:	60 points
Total	:	100 points

6. Contents/Topics of Lecturing

Week	Content/ Topics of Lecturing	Text Book Chapter	Remarks
1	Introduction and class overview Introduction to Consumer Behavior		Group formation
2	Consumer Behavior: Technology-Driven Consumer Behavior	Ch. 1	
3	Segmentation, Targeting and Positioning	Ch.2	
4	Consumer Motivation and Personality	Ch.3	Quiz #1
5	Consumer Perception	Ch.4	
6	Consumer Learning	Ch.5	
7	Consumer Attitude Formation and Change	Ch.6	Case Study #1
8	Semester Break		
9	Communication and Consumer Behavior	Ch.7-9	
10	Consumer in social and cultural settings: Family and its social class standing	Ch.10	Quiz #2
11	Influence of Culture on Consumer Behavior	Ch.11	
12	Subcultures and Consumer Behavior	Ch.12-13	
13	Consumer Decision Making and Diffusion of Innovation	Ch.14	
14	Consumer Decision Making and Beyond	Ch.15	Study Case #2
15	Project Presentation		
16	Semester Break		
17-18	Final Exam		

7. Book Reference:

- **Main Textbook:**
Schiffman, L., & Kanuk, L. (2014). *Consumer Behavior* (11 ed.). Pearson.
- **Additional References:**
 1. Hand-outs
 2. Journal articles