



**SEMESTER LEARNING PLAN  
(RENCANA PEMBELAJARAN SEMESTER)  
No. Doc: SLP/BM/ N550 – 2 BALA**


<b>Course Name</b>	<b>: Consumer Behavior</b>
<b>Course Code</b>	<b>: N550 – 2 BALA</b>
<b>Credit</b>	<b>: 3 SKS/ 4 ECTS</b>
<b>Semester</b>	<b>: 4</b>
<b>Course Status</b>	<b>: Mandatory</b>
<b>Prerequisite/s</b>	<b>: -</b>
<b>Faculty</b>	<b>: Business &amp; Communications</b>
<b>Study Program</b>	<b>: Business &amp; Management</b>
<b>Concentration</b>	<b>: -</b>
<b>Degree</b>	<b>: Bachelor</b>
<b>Instructor(s)</b>	<b>: Person &amp; Person</b>
<b>Delivery Mode</b>	<b>: Hybrid</b>
<b>Learning Method</b>	<b>: Blended Learning</b>
<b>Total Activity Time<sup>1</sup></b>	<b>: 135 hours</b>
<b>Scheduled Session<sup>2</sup></b>	<b>: 35 hours</b>
<b>Independent Study</b>	<b>: 98 hours</b>

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<sup>1</sup> 1 credit equals to 45 hours of learning activities (including guided, structured assignment, & independent study) per semester

<sup>2</sup> total sessions x total SKS x 50 minutes

<p><b>Course Description</b></p>	<p>This course explores the core principles of consumer behavior in the context of global branding, focusing on how individual, cultural, and social factors influence purchasing decisions. Using a project-based learning approach, students will engage in real-life case studies and brand analysis, developing practical skills in interpreting consumer insights, evaluating marketing strategies, and making data-informed decisions. Through teamwork and hands-on projects, students will bridge theory with practice, equipping them for careers in marketing, brand management, and business strategy in diverse international markets.</p>
<p><b>Learning Outcomes</b></p>	<p><b>*Graduate Learning Outcomes (CPL) assigned to this course</b></p> <p>CPL 1: Identify and recall fundamental concepts of consumer behaviour, including decision-making processes, cultural influences, and psychological drivers</p> <p>CPL 2: Explain how external factors such as culture, social groups, and technology influence consumer purchasing behaviour</p> <p>CPL 3: Apply theoretical models to real-world consumer scenarios and interpret consumer data using basic analytics tools</p> <p>CPL 4 : Examine consumer behaviour data to identify patterns, trends, and market opportunities in a specific industry</p> <p>CPL 5 : Assess the effectiveness of marketing strategies by evaluating their alignment with consumer needs and preferences</p> <p><b>*Course Learning Outcomes (CPMK)</b></p> <p>CPMK 1: Define and recall key consumer behavior concepts, models, and psychological foundations.</p> <p>CPMK 2: Describe how social, cultural, and digital factors affect consumer preferences.</p> <p>CPMK 3 : Apply theories to analyze real consumer scenarios and data using analytics tools</p> <p>CPMK 4 : Analyze and interpret consumer data to discover behavioral patterns.</p> <p>CPMK 5 : Evaluate marketing strategies using consumer behavior analysis.</p> <p><b>*Planned Final Ability (Sub-CPMK, if any)</b></p> <p><b>Sub-CPMK 1:</b></p> <p>1.1 Identify the definition and scope of consumer behaviour.</p> <p>1.2 Recall the Engel-Blackwell-Miniard decision-making model.</p> <p>1.3 Identify key psychological and cultural drivers.</p>

	<p><b>Sub-CPMK 2:</b>                  2.1 Explain the influence of culture and subculture on buying decisions.                  2.2 Describe the role of social groups and family.                  2.3 Interpret the impact of social media and digital environments.</p> <p><b>Sub-CPMK 3:</b>                  3.1 Apply theory to global brand case studies.                  3.2 Interpret consumer behavior using Google Analytics basics.                  3.3 Identify consumer insights from simple data sets.</p> <p><b>Sub-CPMK 4:</b>                  4.1 Conduct segmentation and behavior trend analysis.                  4.2 Interpret qualitative and quantitative data from primary or secondary sources</p> <p><b>Sub-CPMK 5:</b>                  5.1 Compare current brand strategies with consumer expectations.                  5.2 Recommend strategy improvements based on behavior insights.                  5.3 Use Net Promoter Score (NPS) or similar evaluation methods.</p>
<p><b>References</b></p>	<p><b>Primary Reference:</b></p> <p><b>Michael R. Solomon, Consumer Behaviour - Global Edition : Buying, Having, And Being - Thirteenth Edition, United Kingdom : Pearson, 2020, ISBN9781292318103</b></p> <p><b>Additional Reference:</b></p> <ul style="list-style-type: none"> <li>- Improving Customer Experience at HSBC   Harvard Business Publishing (paid licensed access)</li> <li>- Kotler, P., &amp; Keller, K. L. - Marketing Management (15th Global Edition)</li> </ul>

	- Journals from Emerald, Elsevier, Wiley : Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research
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Session	Topic/ Subtopics	Learning Outcomes	Assessment Criteria		Student Learning Experiences/Activities	Learning Methods and Modalities	Allocation Time		Learning Materials
			Indicator	Weight (%)			Scheduled (@50 Min)	Independent Study (@Hours)	
1	Introduction to CB – understanding the Consumer Project Analysis	CPMK 1	Video – feedback summary Quiz	2%	<ul style="list-style-type: none"> <li>Lecture Video: Current Trend of CB</li> <li>In-Video-Feedback Summary//Quiz</li> <li>Learning how to find the scientific article through website</li> </ul>	Collaborative Learning Feedback and Reflection	3	6	Syllabus Assignment Guidelines PPT Learning Material Video
2	Consumer and Social Well Being	CPMK 1,2	Consumer Analysis article from journal submission (at least 2 article)	5%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Review the submission article</li> </ul>	Collaborative Learning Feedback and Reflection	3	6	PPT Learning Material Scientific article
3	Perception	CPMK 1,2	Video– feedback summary Quiz	2%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>In-Video-Feedback Summary//Quiz</li> </ul>	Collaborative Learning Feedback and Reflection			PPT Learning Material Video

4	Understanding Literature Review for Consumer Behaviour	CPMK 1,2	Brief summary on the chosen article analysis : 500 words	2%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Review the submission article</li> </ul>	Collaborative Learning Feedback and Reflection	3	6	PPT Learning Material Scientific article
5	Presentation for Literature Review	CPMK 1,2	Presentation and submission article analysis	5%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>One on one presentation</li> <li>Review the submission article</li> </ul>	Collaborative Learning Feedback and Reflection Presentation	3	6	PPT Learning Material Scientific article
6	Learning and Memory	CPMK 1,2	Chapter 1 Project Progress Submission	10%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Group project presentation</li> </ul>	Collaborative Learning Feedback and Reflection Presentation Mentorship	3	6	PPT Learning Material Scientific article
7	Motivation and Affect	CPMK 1,2	Video Feedback summary Quiz	2%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>In-Video-Feedback Summary//Quiz</li> </ul>	Feedback and Reflection	3	6	PPT Learning Material Scientific article Video
8	The Self	CPMK 1,2	Chapter 2 Project Progress	10%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> </ul>	Collaborative Learning	3	6	PPT Learning Material

			Submission		<ul style="list-style-type: none"> <li>Group project presentation</li> </ul>	Feedback and Reflection Presentation Mentorship			
9	NPS Net Promoter Score	CPMK 4,5	NPS Quiz	3%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Completing the individual quiz</li> </ul>	Collaborative Learning Feedback and Reflection Presentation	3	6	PPT learning material
10	Culture and Sub Culture	CPMK 4,5	Chapter 4 Project Progress Submission	10%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Group project presentation</li> </ul>	Collaborative Learning Feedback and Reflection Presentation Mentorship	3	6	PPT learning material
11	Group and Social-Media	CPMK 1,2,3	Chapter 3 Project Progress Submission	10 %	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Verifying the social-media performances through online platform</li> <li>Group project presentation</li> </ul>	Collaborative Learning Feedback and Reflection Presentation Mentorship	3	6	PPT learning material SocialBlades online platform
12	Personality, Lifestyles and Values	CPMK 1,2,3	Quiz	2%	<ul style="list-style-type: none"> <li>Tutorial F2F learning</li> <li>Classifying the behaviour through VALS Model</li> </ul>	Collaborative Learning Feedback and Reflection	3	6	PPT Learning Material VALS Model

13	Qualitative Analysis: In-depth interview process	CPMK 4,5	Role Play	7%	<ul style="list-style-type: none"> <li>In-depth interview technic as qualitative analysis</li> <li>Group Role Play : In-depth interview and feedback</li> <li>Developing the questions for in depth interview</li> <li></li> </ul>	Collaborative Learning Feedback and Reflection Presentation Mentorship	3	6	PPT learning material Role Play Instruction
14	Presenting and Interpreting result of in-depth interview	CPMK 4,5	Presentati on and Chapter 5 Project Progress Submissio n	10%	<ul style="list-style-type: none"> <li>Group project presentation and feedback</li> <li>Video presentation on the in-depth interview analysis</li> <li>Interpreting the result</li> </ul>	Collaborative Learning Feedback and Reflection Presentation Mentorship	3	6	PPT learning material Assessment Matrix
Final Exam	Project Based Learning	CPMK 1,2,3,4,5	Group Presentati on (Chapter 1 until 5)	20%	<ul style="list-style-type: none"> <li>Group presentation based on the project case study</li> <li>Q&amp;A session as a part of project examination</li> </ul>	Feedback and Reflection Presentation	3		Assessment Matrix

Notes:

**[Please Add Notes]**



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