



Universitas Negeri Surabaya
Faculty of Social and Legal Sciences
Communication Science Bachelor Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																											
Consumer Behavior and Lifestyle	7020103067		T=3 P=0 ECTS=4.77	5	June 13, 2023																																											
AUTHORIZATION	SP Developer		Course Cluster Coordinator		Study Program Coordinator																																											
	Fitri Norhabiba, S.I.Kom., M.I.Kom.		Fitri Norhabiba, S.I.Kom., M.I.Kom.		Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																											
Learning model	Case Studies																																															
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																															
	Program Objectives (PO)																																															
	PLO-PO Matrix																																															
		P.O																																														
	PO Matrix at the end of each learning stage (Sub-PO)																																															
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td rowspan="2" style="width: 5%;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 3%;">1</td> <td style="width: 3%;">2</td> <td style="width: 3%;">3</td> <td style="width: 3%;">4</td> <td style="width: 3%;">5</td> <td style="width: 3%;">6</td> <td style="width: 3%;">7</td> <td style="width: 3%;">8</td> <td style="width: 3%;">9</td> <td style="width: 3%;">10</td> <td style="width: 3%;">11</td> <td style="width: 3%;">12</td> <td style="width: 3%;">13</td> <td style="width: 3%;">14</td> <td style="width: 3%;">15</td> <td style="width: 3%;">16</td> </tr> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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Short Course Description	1. Able to apply their field of expertise and utilize science and technology in their field to solve problems and be able to adapt to the situations they face. 2. Master the theoretical concepts of a particular field of knowledge in general and the theoretical concepts of a specific part of that field of knowledge in depth, and be able to formulate procedural problem solving. 3. Able to make the right decisions based on information and data analysis, and able to provide guidance in choosing various alternative solutions independently and in groups. 4. Responsible for one's own work and can be given responsibility for achieving the organization's work results.																																															
References	Main :																																															
	1. 1. Peter, J. Paul dan Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara																																															
	Supporters:																																															
Supporting lecturer	Puspita Sari Sukardani, S.T., M.Med.Kom. Gilang Gusti Aji, S.I.P., M.Si. Fitri Norhabiba, S.I.Kom., M.I.Kom.																																															
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)																																									
		Indicator	Criteria & Form	Offline (offline)	Online (online)																																											
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																																									

1	Students are able to know the basic definitions and concepts of consumer behavior.	Students can understand and explain basic definitions and concepts regarding consumer behavior	Form of Assessment : Participatory Activities	- Pulpit Lecture - Questions and Answers - Discussion 3 X 50		Material: Basic concepts of consumer behavior References: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition , International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara</i>	3%
2	Students are able to know and understand exposure, attention, and perception	Students are able to understand and explain exposure, attention, and perception.	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	- Pulpit Lecture - Questions and Answers - Discussion 3 X 50		Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara</i>	2%

3	Students are able to know about learning and memory processes, cognitive behavior in consumer behavior	Students are able to understand and explain cognitive processes in influencing consumer behavior in marketing communication activities.	Form of Assessment : Participatory Activities	- Pulpit lecture - Question and answer - Discussion 3 X 50		Material: Learning and memory processes, cognitive behavior in consumer behavior References: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara	3%
4	Students are able to understand personality, values and lifestyles in consumer behavior patterns	Students are able to understand and explain personality, values and lifestyles.	Form of Assessment : Participatory Activities	Pulpit lecture Question and answer Discussion 3 X 50		Material: Personality, values, and lifestyles. References: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara	3%

5	Students are able to understand motivation, ability and opportunity in consumer behavior patterns.	Students are able to understand and explain motivation, ability and opportunity in consumer behavior patterns.	Form of Assessment : Participatory Activities	- Studio lecture - Question and answer - Discussion 3 X 50		Material: Motivation, ability, and opportunity in consumer behavior patterns. References: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara</i>	3%
6	Students are able to understand attitudes in consumer behavior	Students are able to understand and explain attitudes in consumer behavior	Form of Assessment : Participatory Activities	- Pulpit lecture - Question and answer - Discussion 3 X 50		Material: Attitudes in consumer behavior References: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition , International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara</i>	3%

7	Students are able to understand consumer buyer behavior	Students are able to understand and explain consumer buyer behavior	Form of Assessment : Participatory Activities	- Pulpit lecture - Question and answer - discussion 3 X 50		Material: Consumer buyer behavior References: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara	5%
8	UTS		Form of Assessment : Participatory Activities, Tests	3 X 50			25%
9	Students are able to understand the consumer decision making process.	- Students are able to understand and explain the consumer decision making process.	Form of Assessment : Participatory Activities	3 X 50		Material: Consumer decision making process References: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition , International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara	3%

10	Students are able to understand the consumer decision making process.	- Students are able to understand and explain the consumer decision making process.	Form of Assessment : Participatory Activities	3 X 50		Material: Consumer decision making process References: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D</i> , 4th edition, Irwin 2. Assael, Henry 1998. <i>1CConsumer Behavior and Marketing Action 1D</i> , 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. <i>1CConsumer Behavior 1D</i> , 6th edition, Binarupa Aksara	3%
11	Students are able to understand consumer analysis and marketing strategy	Students are able to understand and explain consumer analysis and marketing strategy	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	3 X 50		Material: Consumer analysis and marketing strategy Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D</i> , 4th edition, Irwin 2. Assael, Henry 1998. <i>1CConsumer Behavior and Marketing Action 1D</i> , 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. <i>1CConsumer Behavior 1D</i> , 6th edition, Binarupa Aksara	3%

12	Students are able to understand consumer analysis and marketing strategy	Students are able to understand and explain consumer analysis and marketing strategy	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	3 X 50		Material: Consumer analysis and marketing strategy Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D</i> , 4th edition, Irwin 2. Assael, Henry 1998. <i>1CConsumer Behavior and Marketing Action 1D</i> , 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. <i>1CConsumer Behavior 1D</i> , 6th edition, Binarupa Aksara	5%
13	- Students are able to understand consumers in their social and cultural settings	- Students are able to understand and explain consumers in their social and cultural settings	Form of Assessment : Participatory Activities	3 X 50		Material: Consumers in their social and cultural settings Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D</i> , 4th edition, Irwin 2. Assael, Henry 1998. <i>1CConsumer Behavior and Marketing Action 1D</i> , 6th edition, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. <i>1CConsumer Behavior 1D</i> , 6th edition, Binarupa Aksara	3%

14	Students are able to understand global consumer behavior and culture	- Students understand and explain global consumer culture on consumer behavior	Form of Assessment : Participatory Activities	3 X 50		Material: Global consumer behavior and culture References: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin</i> . Assael, Henry 1998. <i>1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing</i> . Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. <i>1CConsumer Behavior 1D, 6th edition, Binarupa Aksara</i>	3%
15	Students are able to understand global consumer behavior and culture	- Students understand and explain global consumer culture on consumer behavior	Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	3 X 50		Material: Global consumer culture on consumer behavior References: 1. Peter, J. Paul and Olson, Jerry C. 1996. <i>1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin</i> . Assael, Henry 1998. <i>1CConsumer Behavior and Marketing Action 1D, 6th edition, International Thomson Publishing</i> . Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. <i>1CConsumer Behavior 1D, 6th edition, Binarupa Aksara</i>	3%
16	UAS		Form of Assessment : Test				30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	51%
2.	Project Results Assessment / Product Assessment	6.5%
3.	Test	42.5%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.