

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

Document Code

SEMESTER LEARNING PLAN

Courses				CODE		Course	e Fami	ily	Credit Weight			SEME	STER	Compilation Date
Consume Lifestyle	er Be	havior and		702010306	7				T=3	P=0	ECTS=4.77	Į	5	June 13, 2023
AUTHOR	IZAT	ION		SP Develo	per			Cours	se Clu	ister (Coordinator	Study	Program	n Coordinator
			Fitri Norhabiba, S.I.Kom., M.I.Kom.		1.	Fitri N M.I.Ko		iba, S	.I.Kom.,	Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.				
Learning model		Case Studies	5											
Program		PLO study p	orogra	um that is c	harged to th	e cours	e							
Learning		Program Ob	jectiv	es (PO)										
(PLO)		PLO-PO Mat	trix											
				P.O										
		PO Matrix at	t the e	end of each	learning sta	age (Sul	b-PO)							
			Ρ	2.0	2 3 4	5 6	7	8	Wee 9	ek 10	11 12	13	14	15 16
Short Course Descript	ion	adapt to the s theoretical co solving. 3. Ab	situatio ncepts ble to ous alt	ons they face of a specif make the ri ternative sol	e. 2. Master the ic part of that ght decisions utions indeper	ne theore field of based o ndently a	etical c knowl on info ind in	concep edge rmatio	nts of in dep n and	a part oth, ar I data	icular field of Id be able to analysis, an	knowled formula d able t	dge in ge ite proce o provid	and be able to eneral and the edural problem e guidance in I can be given
Reference	ces	Main :												
 1. Peter, J. Paul dan Olson, Jerry C. 1996. 1CConsumer Beha Assael, Henry 1998. 1CConsumer Behavior and Marketin Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Pa Binarupa Aksara 						eting	Actio	n 1D, 6th e	dition, I	nternatio	onal Thomson			
		Supporters:												
Supporting lecturer Fitri Norhabiba, S.I.Kom., M.I.Kom.														
Week- of e		al abilities each rning stage		Evaluation		Form	Offi	Help Learning, Learning methods, Student Assignments, [Estimated time]		ods, nents, me]	mate	rning erials r <mark>ences</mark> 1	Assessment Weight (%)	
	1.50	b-PO)	in	dicator	Criteria & I	FOLIA	Offli offli		0	mne	(online)			
(1)		(2)		(3)	(4)		(5	5)		(6)	(7)	(8)

1	Students are	Students can		- Pulpit	Material:	3%
-	able to know	understand	Form of	Lecture -	Basic	0,0
	the basic definitions and	and explain basic	Assessment :	Questions	concepts of	
	concepts of	definitions and	Participatory	and	consumer	
	consumer	concepts	Activities	Answers -	behavior	
	behavior.	regarding		Discussion	References:	
		consumer		3 X 50	1. Peter, J.	
		behavior			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, Daul	
					Miniard, Paul	
					W. 1995.	
					1CConsumer	
					Behavior 1D,	
					6th edition,	
					Binarupa	
					Aksara	
2	Students are	Students are		- Pulpit	Aksara Material:	2%
2	able to know	able to	Form of	Lecture -	Material: Exposure,	2%
2	able to know and understand	able to understand	Assessment :		Material: Exposure, attention, and	2%
2	able to know and understand exposure,	able to understand and explain	Assessment : Participatory	Lecture -	Material: Exposure, attention, and perception	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure,	Assessment : Participatory Activities, Project	Lecture - Questions	Material: Exposure, attention, and perception Bibliography:	2%
2	able to know and understand exposure,	able to understand and explain exposure, attention, and	Assessment : Participatory	Lecture - Questions and	Material: Exposure, attention, and perception	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure,	Assessment : Participatory Activities, Project	Lecture - Questions and Answers -	Material: Exposure, attention, and perception Bibliography:	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment /	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D,	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition,	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 1. Peter, J. Paul and Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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,	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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.,	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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.	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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	2%
2	able to know and understand exposure, attention, and	able to understand and explain exposure, attention, and	Assessment : Participatory Activities, Project Results Assessment / Product	Lecture - Questions and Answers - Discussion	Material: Exposure, attention, and perception Bibliography: 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,	2%

		1		1		Т	
3	Students are	Students are		- Pulpit		Material:	3%
	able to know	able to	Form of	lecture -		Learning and	
	about learning	understand	Assessment :	Question		memory	
	and memory	and explain	Participatory	and		processes,	
	processes,	cognitive	Activities	answer -		cognitive	
	cognitive	processes in	Activities	Discussion		behavior in	
	behavior in	influencing					
	consumer	consumer		3 X 50		consumer	
	behavior	behavior in				behavior	
		marketing communication				References:	
		activities.				1. Peter, J.	
		activities.				Paul and	
						Olson, Jerry	
						C. 1996.	
						1CConsumer	
						Behavior and	
						Marketing	
						Strategy 1D,	
						4th edition,	
						Irwin 2.	
						Assael, Henry	
						1998.	
						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	
4	Students are	Students are		Dulait		Meterial	20/
-	able to	able to		Pulpit		Material:	3%
	understand	understand	Form of	lecture		Personality,	
	personality,	and explain	Assessment :	Question		values, and	
	values and	personality,	Participatory	and		lifestyles.	
	lifestyles in	values and	Activities	answer		References:	
	consumer	lifestyles.		Discussion		1. Peter, J.	
	behavior	inestyles.		3 X 50		Paul and	
				0 / 00			
1	patterns			0 / 00		Olson, Jerry	
				0 / 00		Olson, Jerry C. 1996.	
						Olson, Jerry C. 1996. 1CConsumer	
						Olson, Jerry C. 1996. 1CConsumer Behavior and	
						Olson, Jerry C. 1996. 1CConsumer	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D,	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition,	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2.	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998.	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior and	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer	
						Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin 2. Assael, Henry 1998. 1CConsumer Behavior 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	
						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,	
						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	
						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	
						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.	
						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	
						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.	
						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	
						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.,	
						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	
						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.	
						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	
						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,	
						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	
						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,	
						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,	

5	Students are able to	Students are able to	Form of	- Studio lecture -	Material: Motivation,	3%
	understand motivation, ability and opportunity in consumer	understand and explain motivation, ability and opportunity in	Assessment : Participatory Activities	Question and answer - Discussion	ability, and opportunity in consumer behavior	
	behavior patterns.	consumer behavior patterns.		3 X 50	patterns. 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	
6	Students are able to understand attitudes in consumer	Students are able to understand and explain attitudes in	Form of Assessment : Participatory Activities	- Pulpit lecture - Question and answer -	Material: Attitudes in consumer behavior References:	3%
	behavior	consumer behavior	Activities	Discussion 3 X 50	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 adition	
					6th edition, Binarupa	

7	Students are able to	Students are able to	Form of	- Pulpit lecture -	Material: Consumer	5%
			Form of Assessment : Participatory Activities			
					Binarupa Aksara	
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%

				1		1
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.	3%
					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 Boggr D	
11	Students are	Students are			Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6th edition, Binarupa Aksara	204
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. 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	3%
					Behavior 1D, 6th edition, Binarupa Aksara	

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. 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	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	Aksara Material: Consumers in their social and cultural settings Bibliography: 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, International Thomson Publishing 3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 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. 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%
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. 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%
16	UAS		Form of Assessment : Test			30%

Evaluation Percentage Recap: Case Study

Eraldadon i oroontago nooapi oaco otaay								
Evaluation	Percentage							
Participatory Activities	51%							
Project Results Assessment / Product Assessment	6.5%							
Test	42.5%							
	Evaluation Participatory Activities Project Results Assessment / Product Assessment							

Notes

- 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.
- 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.
- 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.