



**Universitas Negeri Surabaya  
Faculty of Economics and Business,  
Doctoral Management Study Program**

Document Code

**SEMESTER LEARNING PLAN**

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Research in Marketing Studies	6100103011	Study Program Elective Courses	T=3	P=0	ECTS=7.56	1	July 19, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Dr. Yessy Artanti, SE., M.Si		Prof. Dr. Sri Setyo Iriani, SE., M.Si			Prof. Dr. Dewie Tri Wijayati Wardoyo, M.Si.	

**Learning model** Project Based Learning

**Program Learning Outcomes (PLO)** PLO study program that is charged to the course

**PLO-5** Graduates are able to adapt to the context of the business problems they face well.

**PLO-7** Graduates are able to communicate effectively

**Program Objectives (PO)**

**PO - 1** The aim of this course is to provide an insight into research and content issues in consumer behavior. Students are expected to be able to critically evaluate research results in consumer behavior and prepare research that has a scientific contribution in the field of consumer behavior

**PLO-PO Matrix**

P.O	PLO-5	PLO-7
PO-1		

**PO Matrix at the end of each learning stage (Sub-PO)**

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PO-1																

**Short Course Description** This course uses the "information processing and choice" approach to understand consumer behavior and marketing strategies in several marketing research. The main focus in this course is the role of cognitive and affective aspects in consumer decision making. Consumer culture, as one of the factors that can motivate consumers in making decisions, will be discussed in this lecture

**References** **Main :**

1. Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.
2. Hair, Joseph F Jr., Celsi, Mary W., Ortinau, David J., and Bush, Robert., 2013. Essentials of Marketing Research, McGraw-Hill
3. Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, Harper&Row, Publishers
4. Malhotra, Naresh K., 2007, Marketing Research: An Applied Orientation New Jersey: Prentice-Hall, Inc.
5. Smith, Scott M., and Albaum, Gerald., 2010. An Introduction to Marketing

**Supporters:**

1. Salem, Suha F., and Alanadoly, Alshaimaa B. 2023. Driving customer engagement and citizenship behaviour in omnichannel retailing: evidence from the fashion sector. Spanish Journal of Marketing (ESIC), Vol. 28 (1): 96-122
2. Lorna Christie., and De Villiers, Marike. V. 2023. The role of social marketing in promoting quality of life through the lens of sustainable consumption. Journal of Social Marketing, Vol.13 (3): 419-433
3. Novemsky, Nathan and Daniel Kahneman (2005), "The Boundaries of Loss Aversion," Journal of Marketing Research, 42(2): 119-128.

Supporting lecturer		Prof. Dr. Sri Setyo Iriani, S.E., M.Si. Dr. Yessy Artanti, S.E., M.Si.					
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	Models of buyer behavior	Models of buyer behavior	<b>Criteria:</b> 1.Accuracy 2.Suitability 3.Mastery  <b>Form of Assessment :</b> Participatory Activities	Seminar	Seminar	<b>Material:</b> Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, ,Harper&Row, Publisher <b>Library:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i>	5%

2	COGNITION	<p>1. Driving customer engagement and citizenship behavior in omnichannel retailing: evidence from the fashion sector</p> <p>2. The role of social marketing in promoting quality of life through the lens of sustainable consumption</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Accuracy</li> <li>2. Suitability</li> <li>3. Mastery</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Seminar	Seminar	<p><b>Material:</b> Salem, Suha F., and Alanadoly, Alshaimaa B. 2023. Driving customer engagement and citizenship behavior in omnichannel retailing: evidence from the fashion sector. Spanish Journal of Marketing (ESIC), Vol. 28 (1): 96-122</p> <p><b>References:</b> <i>Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, ,Harper&amp;Row, Publishers</i></p> <hr/> <p><b>Material:</b> Lorna Christie., and De Villiers, Marike. V. 2023. The role of social marketing in promoting quality of life through the lens of sustainable consumption. Journal of Social Marketing, Vol.13 (3): 419-433</p> <p><b>References:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p>	5%
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3	MENTAL ACCOUNTING	<p>1.Promotion and Prevention Across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals</p> <p>2.The Boundaries of Loss Aversion</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Accuracy</li> <li>2.Suitability</li> <li>3.Mastery</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Seminar	Seminar	<p><b>Material:</b> The Boundaries of Loss Aversion <b>Bibliography:</b> <i>Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, ,Harper&amp;Row, Publishers</i></p> <hr/> <p><b>Material:</b> Promotion and Prevention Across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals <b>Bibliography:</b> <i>Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, ,Harper&amp;Row, Publishers</i></p>	5%
4	MENTAL ACCOUNTING	<p>1.How price bundling affects football ticket purchases and consumption behavior</p> <p>2.Influence of consumer online resale awareness on purchase decisions: a mental accounting perspective</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Accuracy</li> <li>2.Suitability</li> <li>3.Mastery</li> </ol>	Seminar	Seminar	<p><b>Material:</b> How price bundling affects football ticket purchases and consumption behavior <b>References:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p> <hr/> <p><b>Material:</b> Influence of consumer online resale awareness on purchase decisions: a mental accounting perspective <b>References:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p>	5%
5	MOTIVATION	<p>1.A Goal Based Model of Product Evaluation and Choice</p> <p>2.Behavioral Consistency and Inconsistency in the</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Accuracy</li> <li>2.Suitability</li> <li>3.Mastery</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Seminar	Seminar	<p><b>Materials:</b> Cindy Chan, Jonah Berger, Leaf Van Boven (2012), <b>References:</b> <i>Hair, Joseph F Jr., Celsi, Mary W., Ortinau, David J., and Bush,</i></p>	5%

		Resolution of Goal Conflict 3. Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice				<p><i>Robert., 2013. Essentials of Marketing Research, McGraw-Hill</i></p> <hr/> <p><b>Material:</b> Gao, Leilei, S. Christian Wheeler, and Baba Shiv (2009).</p> <p><b>References:</b> <i>Hair, Joseph F Jr., Celsi, Mary W., Ortinau, David J., and Bush, Robert., 2013. Essentials of Marketing Research, McGraw-Hill</i></p> <hr/> <p><b>Material:</b> Laran, Juliano and Chris Janiszewski (2009),</p> <p><b>References:</b> <i>Hair, Joseph F Jr., Celsi, Mary W., Ortinau, David J., and Bush, Robert., 2013. Essentials of Marketing Research, McGraw-Hill</i></p> <hr/> <p><b>Material:</b> Sela, Aner and Baba Shiv (2009),</p> <p><b>References:</b> <i>Hair, Joseph F Jr., Celsi, Mary W., Ortinau, David J., and Bush, Robert., 2013. Essentials of Marketing Research, McGraw-Hill</i></p> <hr/> <p><b>Material:</b> Van Osselaer, Stijn MJ and Janiszewski, Chris (2012), "A Goal Based Model of Product Evaluation and Choice," <i>Journal of Consumer Research</i></p> <p><b>Bibliography:</b> <i>Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical , Harper&amp;Row, Publishers</i></p>	
6	EMOTION	1. The Many Shades of Rose-Colored Glasses: An Evolutionary Approach to the Influence	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Accuracy</li> <li>2. Suitability</li> <li>3. Mastery</li> </ol> <p><b>Form of Assessment :</b></p>	Seminar	Seminar	<p><b>Material:</b> Griskevicius, Vladas, Michelle N. Shoita, and Stephen M. Nowlis (2010),</p>	5%

		<p>of Different Positive Emotions</p> <p>2. Feelings and Consumer Decision Making: The Appraisal-Tendency Framework</p> <p>3. Can People Feel Happy and Sad at the Same Time?</p>	<p>Participatory Activities</p>		<p><b>References:</b>  <i>Smith, Scott M., and Albaum, Gerald., 2010. An Introduction to Marketing</i></p> <hr/> <p><b>Material:</b> Lee, Leonard, On Amir, and Dan Ariely (2009),  <b>References:</b>  <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p> <hr/> <p><b>Material:</b>  Larsen, Jeff T., A. Peter McGraw and John T. Cacioppo (2001),  <b>Reference:</b>  <i>Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, ,Harper&amp;Row, Publishers</i></p> <hr/> <p><b>Material:</b>  Feelings and Consumer Decision Making: The Appraisal-Tendency Framework,  <b>References:</b>  <i>Malhotra, Naresh K., 2007, Marketing Research: An Applied Orientation New Jersey: Prentice-Hall, Inc.</i></p> <hr/> <p><b>Material:</b>  Novemsky, Nathan, Ravi Dhar, Norbert Schwarz, and Itamar Simonson (2007), "Preference Fluency in Choice," <i>Journal of Marketing Research</i>, 44(3), 347-356  <b>Reference:</b>  <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p>
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7	AFFECTS	<p>1. Affect as a Decision-Making System of the Present</p> <p>2. Affective and Cognitive Factors in Preferences</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Accuracy</li> <li>2. Suitability</li> <li>3. Mastery</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Seminar	Seminar	<p><b>Material:</b> Chang, Hannah and Michel Tuan Pham (2013), Affect as a Decision-Making System of the Present, Journal of Consumer Research, Issue 1, p42-63. 22p</p> <p><b>References:</b> Jagdish N. Sheth, 2011, <i>Models of Buyer Behavior Conceptual, Quantitative, And Empirical</i>, Harper&amp;Row, Publishers</p> <hr/> <p><b>Material:</b> Pham, Michel Tuan (1998),</p> <p><b>Library:</b> Jagdish N. Sheth, 2011, <i>Models of Buyer Behavior Conceptual, Quantitative, And Empirical</i>, Harper&amp;Row, Publishers</p> <hr/> <p><b>Material:</b> Shiv, Baba and Alexander Fedorikhin (1999),</p> <p><b>References:</b> Smith, Scott M., and Albaum, Gerald., 2010. <i>An Introduction to Marketing</i></p> <hr/> <p><b>Material:</b> Zajonc, Robert B. and Hazel Markus (1982), "Affective and Cognitive Factors in Preferences," Journal of Consumer Research, 9 (September), 123-131.</p> <p><b>Reference:</b> Hague, Paul. 1988. <i>A Practical Guide To Marketing Research</i>. Grosvenor House Publishing.</p>	5%
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8	MIDTERM EXAM	<p>1.Models of buyer behavior  2.COGNITION  3.MENTAL ACCOUNTING  4.MOTIVATION  5.EMOTION  6.AFFECTS</p>	<p><b>Criteria:</b>  1.Accuracy  2.Suitability  3.Mastery</p> <p><b>Form of Assessment :</b>  Test</p>	Cases	Cases	<p><b>Material:</b>  Jagdish N. Sheth, 2011, Models of Buyer Behavior Conceptual, Quantitative, And Empirical, ,Harper&amp;Row, Publisher  <b>Library:</b>  Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</p> <hr/> <p><b>Material:</b>  Smith, Scott M., and Albaum, Gerald., 2010. An Introduction to Marketing  <b>Bibliography:</b>  Malhotra, Naresh K., 2007, Marketing Research: An Applied Orientation New Jersey: Prentice-Hall, Inc.</p>	15%
9	Meaning & Transfer	<p>1.Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding  2.Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods</p>		Seminar	Seminar	<p><b>Material:</b>  Consumers and Their Brands: Developing Relationship Theory in Consumer Research  <b>References:</b>  Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</p> <hr/> <p><b>Material:</b>  McCracken, Grant (1986), "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," Journal of Consumer Research, 13 (June), 71-84.  <b>Reference:</b>  Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</p>	5%



10	CHOICE	When choice is demotivating: Can one desire too much of a good thing?	<p><b>Criteria:</b> 1. Accuracy 2. suitability 3. mastery</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Seminar	Seminar	<p><b>Material:</b> Bettman, James R., Luce, Mary Frances, &amp; Payne, John W. (1998), <b>Reference:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p> <hr/> <p><b>Material:</b> Iyengar, SS, &amp; Lepper, MR (2000). When choice is demotivating: Can one desire too much of a good thing? <i>Journal of Personality and Social Psychology</i>, 79, 995-1006. <b>Reference:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p>	5%
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11	REASON BASED CHOICE	<p>1.Reasons as carriers of culture: Dynamic versus dispositional models of cultural influence on decision making</p> <p>2.Thinking Too Much - Introspection Can Reduce the Quality of Preferences and Decisions</p>	<p><b>Criteria:</b></p> <p>1. Accuracy 2. suitability 3. mastery</p>	Seminar	Seminar	<p><b>Material:</b> Briley, Donell A., Michael W. Morris, and Itamar Simonson (2000),</p> <p><b>Reference:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p> <hr/> <p><b>Material:</b> Wilson, Timothy D. and Jonathan W. Schooler (1991), "Thinking Too Much - Introspection Can Reduce the Quality of Preferences and Decisions," <i>Journal of Personality and Social Psychology</i>, 60(2): 181-192.</p> <p><b>Reference:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p>	5%
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12	REGRET	<p>1.The relative relativity of experiential and material purchases</p> <p>2.From what might have been to what must have been: Counterfactual thinking creates meaning</p>	<p><b>Criteria:</b> 1. Accuracy 2. suitability 3. mastery</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Seminar	Seminar	<p><b>Material:</b> Carter, T., &amp; Gilovich, T. (2010). The relative relativity of experiential and material purchases. <i>Journal of Personality and Social Psychology</i>, 98, 146-159.</p> <p><b>Reference:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p> <hr/> <p><b>Material:</b> Kray, LJ, George, LH, Liljenquist, KA, Galinsky, AD, Tetlock, PE, &amp; Róese, N. }. (2010). From what might have been to what must have been: Counterfactual thinking creates meaning. <i>Journal of Personality and Social Psychology</i>, 98,106-118.</p> <p><b>Reference:</b> <i>Hague, Paul. 1988. A Practical Guide To Marketing Research. Grosvenor House Publishing.</i></p>	5%
13	PAPER PRESENTATION	Paper Presentation	<p><b>Criteria:</b> 1. Accuracy 2. suitability 3. mastery</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Seminar	Seminar		10%
14	PAPER PRESENTATION	Paper Presentation	<p><b>Criteria:</b> 1. Accuracy 2. suitability 3. mastery</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Seminar	Seminar		10%
15	PAPER PRESENTATION	Paper Presentation	<p><b>Criteria:</b> 1. Accuracy 2. suitability 3. mastery</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Seminar	Seminar		10%

16	FINAL EXAMS	1.Meaning & Transfer 2.CHOICE 3.REASON BASED CHOICE 4.REGRET	<b>Criteria:</b> 1. Accuracy 2. suitability 3. mastery  <b>Form of Assessment :</b> Test	CASE	CASE		15%
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**Evaluation Percentage Recap: Project Based Learning**

No	Evaluation	Percentage
1.	Participatory Activities	40%
2.	Project Results Assessment / Product Assessment	30%
3.	Test	30%
		100%

**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.
- 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.
- 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.
- 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.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.