

Module designation	<i>Consumer Behavior (AGBP18)</i>
Semester(s) in which the module is taught	<i>6th semester</i>
Person responsible for the module	<i>Edy Marsudi</i>
Language	<i>English</i>
Relation to curriculum	<i>Elective course</i>
Teaching methods	<i>lecture, lesson, case, seminar.</i>
Workload	<ul style="list-style-type: none"> ▪ <i>100 minutes of lecture and discussion per week</i> ▪ <i>120 minutes of structured tasks per week</i> ▪ <i>120 minutes of independent activity per week</i>
Credit points	<i>2 (lesson 2, laboraty work 0) = 3.2 ECTS</i>
Required and recommended prerequisites for joining the module	<i>Principal of Agribusiness Marketing</i>
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> <i>1. Have the ability to understand and explain the basic concepts, basic principles of consumer behavior.</i> <i>2. Have the ability and understanding of the relationship between aspects of consumer behavior and aspects of marketing.</i> <i>3. Have the ability and knowledge and understanding of the factors that influence buyers and be able to analyze these factors.</i> <i>4. Have an understanding of buyer behavior and apply strategies in marketing principles in relation to consumer behavior.</i>
Content	<i>This course provides students with an understanding of the concepts and principles of consumer behavior, about why and how consumers behave in certain circumstances, making buying decisions, how to think and act before, during and after buying. Factors that influence buying decisions and how marketing strategies can influence them.</i>
Exams and assessment formats	<i>Essay, case study</i>
Study and examination requirements	<i>50% course work and study cases analysis</i> <i>10% assignment</i> <i>20% midterm examination</i> <i>20% final examination</i>
Reading list	<ol style="list-style-type: none"> <i>1. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg, 2013, Consumers Behavior A European Perspective, Prentice Hall</i> <i>2. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg, 2006, Consumers Behavior A European Perspective, Prentice Hall</i> <i>3. Engel, James F., Blackwell, Roger D. dan Miniard, Paul W. (1994). PERILAKU KONSUMEN. Jilid 1 dan Jilid 2 (Diterjemahkan oleh Budijanto). Jakarta : Binarupa Aksara.</i> <i>4. Peter, J. Paul, dan Jerry C. Olson. (2000). Perilaku Konsumen dan Strategi Pemasaran. (Diterjemahkan oleh Damos Sihombing). Jakarta : Erlangga.</i> <i>5. Schiffman, Leon G., Wisenblit, Joseph. (2015). Consumer Behavior; Buying, Having, England : Pearson.</i> <i>6. Setiadi, N. 2003. Perilaku Konsumen. Jakarta: Kencana.</i> <i>7. Sumarwan, Ujang. (2002). PERILAKU KONSUMEN Teori dan Penerapannya dalam Pemasaran. Bogor : Ghalia Indonesia (MMA IPB).</i>