



SEMESTER LEARNING PLAN

Courses	Consumer Behavior
Semester	V(Five)
Course Code	MKW60730
College Courses	Agricultural Economy
MK Preconditions	Microeconomics
Developer Lecturer	Dr. Ir. Nikmatul Khoiriyah,MP.
Mk Master Lecturer	Dr. Ir. Nikmatul Khoiriyah,MP.
Authentication Date	
Courses	Agribusiness
Faculty	Agriculture



ISLAMIC UNIVERSITY OF MALANG
 FACULTY OF AGRICULTURE
 AGRIBUSINESS STUDY PROGRAM

SEMESTER LEARNING PLAN (RPS)

Courses/Semesters	Master Lecturer	Course Code	Credit Weight: 3
ConsumerBehavior	Dr. Ir. Nikmatul Khoiriyah,MP.	MKW60730	Theory: 40 %Practice: 60%
Authorization	RPS Developer Lecturer	Head of Study Program	Vice Dean I
	Dr. Ir. Nikmatul Khoiriyah,MP.	Dr. Dwi Susilowai,SP. , MP.	Dr. Ir. Anis Sholihah, M.P.
Learning Achievements	Graduate Learning Achievement (CPL) Study Program Charged in Courses		
	ILO 9 Able to work efficiently, independently and work teams using a variety of methods to communicate effectively with within the scientific community and the public.		
	Learning Achievement Courses (CP-MK)		
	CPMK 1 Able to analyze various consumer behaviors		
	CPMK 2 Mis able to follow up on various consumer behaviors and take the decision to structure marketing strategies so that marketing goals are achieved.		
	CPMK 3 Able to assess dynamic multinational marketing strategies so as to adapt to global marketing		
	CPMK 4 Able to use up-to-date quantitative methods to analyze consumer behavior		
	CPMK 5 Able to work efficiently, independently to solve consumer behavior problems		
	CPMK 6 Able to work together in a team to analyze marketing based on consumer behavior		
Course Output	Evaluation assessment of attitude competence, knowledge, skills mastered by students with a target of at least more than 50% of students get a good grade (B)		

Expected Outcome	Students apply consumer behavior theories to analyze and decide on marketing strategies in an effort to increase marketing goals, increase turnover and increase revenue from both personal and corporate businesses.
Brief Description of Course	This Consumer Behavior course is a compulsory course taken by undergraduate students of the fifth semester AgrBusiness Study Program, weighing 3 credits. Through this course, students are expected to be able to analyze consumer behavior in accordance with consumer behavior theories, applying those theories. Students obtain material in the form of various consumer behaviors and the things that trigger them and how to follow up on these behaviors to devise marketing strategies so that marketing goals are achieved.
Learning Materials:	<ol style="list-style-type: none"> 1. Consumer behavior theory 2. Motivation, perception and personality of consumers 3. Referral groups, social and cultural classes 4. Decision making and consumer communication 5. Integrated marketing communication strategy 6. advertising, sales promotions, special events and public relations 7. Direct, multinational and private sales 8. A dynamic multinational marketing strategy so as to adapt to global marketing
Book	<p>Main:</p> <ol style="list-style-type: none"> 1. Consumer Behavior, Schiffman Kanuk 2. Consumer Behavior, Michael R. Solomon 3. Consumer Behavior, Ujang Sumarwan <p>Supporter:</p> <ol style="list-style-type: none"> 1. Broeks, M. J., Biesbroek, S., Over, E. A., van Gils, P. F., Toxopeus, I., Beukers, M. H., & Temme, E. H. (2020). A social cost-benefit analysis of meat taxation and a fruit and vegetables subsidy for a healthy and sustainable food consumption in the Netherlands. <i>BMC public health</i>, 20,1-12. 2. Céline, M., Valérie, G., Karine, G., Sandrine, C., Nathalie, G., Stéphane, G., & Sébastien, G. (2020). Consumer behaviour in the prediction of postharvest losses reduction for fresh strawberries packed in modified atmosphere packaging. <i>Postharvest Biology and Technology</i>, 163,11119. 3. Wucher, H., Klingshirn, A., Brugger, L., Stamminger, R., Geppert, J., Kölzer, B., ... & Härten, J. (2020). Tackling Food Waste: Impact of German Consumer Behaviour on Food in Chilled Storage. <i>Foods</i>, 9(10), 1462. 4. Oppong-Kyeremeh, H., & Bannor, R. K. (2020). Fruits and Vegetables Consumption Behaviour: A Case Study of Rural and Urban Households in the Techiman Municipality, Ghana. <i>Agricultural Research</i>,1-13. 5. Dhaoui, O., Nikolaou, K., Mattas, K., & Baourakis, G. (2020). Consumers' attitude towards alternative distribution channels of fresh fruits and vegetables in Crete. <i>British Food Journal</i>. 6. Timpanaro, G., Bellia, C., Foti, V. T., & Scuderi, A. (2020). Consumer behaviour of purchasing biofortified food products. <i>Sustainability</i>, 12(16), 6297. 7. Nezamova, O., & Olentsova, J. (2020). Monitoring Consumer Behaviour in the Food Market in the Krasnoyarsk Region of Russia. In <i>E3S Web of Conferences</i> (Vol. 161, p. 01080). EDP Sciences. 8. Le-Anh, T., & Nguyen-To, T. (2020). Consumer purchasing behaviour of organic food in an emerging market. <i>International Journal of Consumer Studies</i>, 44(6), 563-573.

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| | <ol style="list-style-type: none"><li data-bbox="594 121 2583 203">9. Dangi, N., Gupta, S. K., & Narula, S. A. (2020). Consumer buying behaviour and purchase intention of organic food: a conceptual framework. <i>Management of Environmental Quality: An International Journal</i>.<li data-bbox="594 203 2583 279">10. Brune, S., Knollenberg, W., Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M. (2020). The Influence of Agritourism Experiences on Consumer Behavior toward Local Food. <i>Journal of Travel Research</i>,0047287520938869. |
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Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
1	Sub CPMK 1 : Students can explain the concept of consumer behavior, concept of consumer motivation, concept of consumer personality.	Explaining the concept of consumer behavior in marketing in the form of: a. Marketing concepts b. Consumer research c. STP strategy d. Simple model of consumer decision making	Assessment Criteria: 1. Ketepatan in studying the concept of consumer behavior 2. Accuracy explains the concept of consumer behavior in marketing Assessment Techniques: 1. Performance Assessment (Observation of performances during discussions) 2. Quiz (Multiple-Choice)	Form of learning: Self-Read Tasks Subject matter 1 Learning Methods: Answer questions and tasks Student learning experience: Doing self-training tasks about consumer behavior concepts		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	INTRODUCTION TO CONSUMER BEHAVIOR: a. Development of marketing concepts b. Global competition, the importance of consumer research c. Consumer research process d. The basics of segmentation e. Selection of target consumers Positioning is made Library : 1,2,3	5

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
2	Sub CPMK 1 : Students can explain the concept of consumer behavior, concept of consumer motivation, concept of consumer personality.	<p>Explain the concept of consumer motivation and its relationship to consumer behavior:</p> <ol style="list-style-type: none"> Motivation as a behavioral impulse Theories of motivation (Maslow, McClelland, Herzberg, Alderfer) Explain the concept of personality and its relationship to consumer behavior: Theories about personality Personality factors 	<p>Assessment Criteria:</p> <ol style="list-style-type: none"> Accuracy in explaining the concept of consumer motivation and the concept of consumer personality Accuracy in studying the concept of consumer motivation and the concept of consumer personality <p>Assessment Techniques:</p> <ol style="list-style-type: none"> Job Performance Assessment (Observation during discussion) Assignment (Creating a Summary) 	<p>Form of learning:</p> <p>Learning Methods: Listening, understanding, reviewing, describing and discussing matters related to the material</p> <p>Student learning experience: Do self-help tasks</p>		<p>PB: 100 minutes</p> <p>MILES: 2x60 minutes</p> <p>PT: 2x60 minutes</p>	<p>PERSONALITY CONCEPT:</p> <ol style="list-style-type: none"> The relationship between consumer motivation and their behavior Differences and similarities in theories about motivation Personality theories Personality factors <p>The relationship between personality and consumer behavior</p> <p>Library: 1,2,3</p>	10

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
3	Sub CPMK 2 : Students can explain the about consumer perception and learning , consumer attitudes	Explain the concept of perception and its relationship to consumer behavior: <ul style="list-style-type: none"> a. Perception element b. Aspects of perception c. Explaining learningn in marketing: d. Learner theoriesn and its application e. Measurement of learnersnconsumers 	<ol style="list-style-type: none"> 1. Accuracy of explanations of consumer perception 2. Accuracy of explanation of perception concepts and their relationship to consumer behavior 	Form of learning: Self-Read Tasks Learning Methods: Answer questions and tasks Student learning experience: Doing self-training tasks about consumer perception		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	LEARNING CONCEPTS: <ul style="list-style-type: none"> a. Relationship between perception and consumer behavior b. Elements and aspects of perception Differences in learning theories and their applications Libraries: 1, 4, 5	5

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
4	Sub CPMK 2 : Students can explain the about consumer perception and learning , consumer attitudes	Explaining attitudes and their relationship to consumer behavior: <ul style="list-style-type: none"> a. Structural models b. Attitude model attitude towards advertising c. Issues in shapingn attitude d. Attitude-changing strategies 	Assessment criteria <ul style="list-style-type: none"> 1. Accuracy of explanations of consumer attitudes 2. Accuracy explains attitudes and their relationship to consumer behavior. 	Shape Learning: Practicums and Self-Read Tasks Learning Methods: Problem based learning And answer questions and tasks Student learning experience: 1. Perform independent tasks on how attitudes and relationships with consumer behavior		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 men	CONSUMER ATTITUDE: <ul style="list-style-type: none"> a. Models of attitude structure b. Attitude formation c. Attitude-changing strategies Libraries: 1, 4, 5	10

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
5	Sub CPMK 3: Students can explain about referral groups and family influences, social classes, culture and subculture.	Describes referral groups and their relationship to consumer behavior: <ul style="list-style-type: none"> a. Understanding groups and referral groups b. Referral group categories c. Appeal of referral groups d. Division and function of the family e. Consumer socialization Family life cycles	<ol style="list-style-type: none"> 1. Accuracy of explanation of the reference group of family refreshers 2. Accuracy describes the referral group and its relationship to consumer behavior 	Form of learning: Practicums and Self-Read Tasks Learning Methods: Listening, understanding, reviewing, describing and discussing matters related to the material Student learning experience: Group discussions and answering questions and tasks		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 men	FAMILY REFERRAL AND INFLUENCE GROUPS: <ul style="list-style-type: none"> a. Reference groups and their categories b. Family, function and consumer socialization c. Family life cycle Library: 3,4,5	5

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
6	Sub CPMK 3: Students can explain about referral groups and family influences, social classes, culture and subculture.	Describes the relationship between social class and consumer behavior: <ul style="list-style-type: none"> a. Definition of social class b. Social class sizes and their impact c. Social class movement d. Application of social classes to selected consumer behavior 	Assessment Criteria: 1. Accuracy in explaining social class 2. Accuracy in explaining the relationship between social class and consumer behavior Assessment Techniques: 1. Product Assessment (Small Group Discussion Results) 2. Attitude Assessment (When group work is presenting and discussing)	Form of learning: Self-read tasks Learning Methods: Listening, understanding, reviewing, describing and discussing matters related to the material Student learning experience: Group discussions and answering questions and tasks		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	SOCIAL CLASS: a. Social class, definition, size and impact b. Social class movement c. Application of social classes to selected consumer behavior Library: 3,4,5	5

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
7	Sub CPMK 3: Students can explain about referral groups and family influences, social classes, culture and subculture, consumer.	Explaining the influence of culture and subculture on consumer behavior: a. Culture studied b. The dynamic nature of culture c. Things that marketers need to consider d. Cultural measurements e. Relationship between culture and subculture f. Various subcultures g. Sub-cultural interactions h. Cross-cultural consumer behavior i. A changing multinational strategy j. Adaptive global marketing	Assessment Criteria: 1. Accuracy in explaining about culture and subculture 2.. Accuracy in explaining the influence of culture and subculture on behavior	Form of learning: Self-read tasks Learning Methods: Listening, understanding, reviewing, describing and discussing matters related to the material Student learning experience: Doing self-help tasks about cultural influences on perilaku		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 menit	CULTURE AND SUBCULTURE: a. Culture and subculture b. Sub-cultural interactions c. Cross-cultural consumer behavior d. Adaptive global marketing Library: 1,2,3,4	5
Midle Exam								

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
8-9	Sub CPMK 5: Students can explain about decision making.	Describe integrated marketing communications and consumer behavior: <ul style="list-style-type: none"> a. Purpose of marketing communication b. Marketing communication mix c. Effective marketing communication development steps d. Factors in determining the marketing communication mix 	Assessment Criteria: 1. Accuracy in reviewing consumer decision making 2. Accuracy in Describes integrated marketing communications and consumer behavior	Shape Learning: Self-read tasks Learning Methods: Group discussions and answering questions and tasks Student learning experience Doing self-help tasks on the marketing mix		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	DECISION-MAKING PROCESS: <ul style="list-style-type: none"> a. Consumer decision-making process b. Consumer decision-making model c. Results of the consumer decision-making process d. Consumer behavior to give gifts e. Marketing based on relationships Library: 3,4,5	25

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
10	Sub CPMK 4 : Students can Explaining about consumer communication and behavior, integrated marketing communication strategies	Explaining consumer communication and behavior: a. Simple communication model b. Communication components c. Sleeping effect d. Research on the effectiveness of advertising e. Comprehensive communication model f. Design persuasive communication g. The ability of persuasion and lack of mass media h. Emotional appeal in advertising	Assessment criteria: 1. Accuracy in explaining the meaning of consumer communication and behavior 2. Accuracy in.	Form of learning: Self-read tasks Learning Methods: Group discussions and answering questions and tasks experience Student learning: Doing self-task answers exercises about communication and consumer behavior		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	COMMUNICATION AND CONSUMER BEHAVIOR a. Communication models b. Communication components c. Design persuasive communication d. Research on the effectiveness of advertising e. Emotional appeal in advertising Library: 3,4,5	10

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
11	Sub CPMK 4 : Students can Explaining about consumer communication and behavior, integrated marketing communication strategies	Describe integrated marketing communications and consumer behavior: a. Purpose of marketing communication b. Marketing communication mix c. Effective marketing communication development steps d. Factors in determining the marketing communication mix	Assessment Criteria: 1. Accuracy in explaining about integrated marketing communication strategies 2. Accuracy in explaining integrated marketing communication and consumer behavior	Form of learning: Self-read tasks Learning Methods: Group discussions and answering questions and tasks experience Student learning: Doing self-task answers exercises about communication and consumer behavior		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	INTEGRATED MARKETING COMMUNICATION STRATEGY: a. Integrated marketing communications and marketing communications b. Marketing communication mix c. Development of effective marketing communications Library: 3,4,5	5

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
12-13	Sub CPMK 6: Students can explain about advertising, sales promotions, special events and public relations and direct marketing and personal sales	Describe integrated marketing communications and consumer behavior: <ul style="list-style-type: none"> a. Advertising and key decisions in advertising b. Evaluation of ad effectiveness & ad handling d. Sales promotions and various promotional tools e. Develop a sales promotion program f. Designing a special event program g. Public relations, tasks and key tools 	Assessment Criteria: <ul style="list-style-type: none"> 1. Accuracy in explaining about advertising, sales promotions, special events and public relations. 2. Accuracy in explaining integrated marketing communication and consumer behavior 	Form of learning: Self-read tasks Learning Methods: Group discussions and answering questions and tasks experience Student learning: Doing self-task answers exercises about communication and consumer behavior		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	MARKETING MIX: <ul style="list-style-type: none"> a. Advertisement b. Sales promotion c. Special events d. Public relations Library: 3,4,5	10

Week	Final Ability of Each Learning Stage (Sub CPMK)	Assessment		Form of Learning; Learning Methods and Media; Student Learning Experience		Estimated Time	Details of Learning Materials; Book	Assessment Weight (%)
		Assessment Indicator	Assessment Criteria and Techniques	Offline	Online			
14	Sub CPMK 6: Students can explain about advertising, sales promotions, special events and public relations and direct marketing and personal sales	Describe integrated marketing communications and consumer behavior: <ul style="list-style-type: none"> a. Direct marketing and its advantages b. Factors that make direct marketing thrive c. Forms of direct marketing d. Online marketing, media and profit e. Direct marketing challenges f. Integrated direct marketing g. Direct marketing ethics issues h. Personal sales, properties and designing personal sales strategies i. Sales power goals and strategies j. Structure and size of sales force Workingn, training and	Assessment criteria: <ul style="list-style-type: none"> 1. Accuracy in practicing n about direct marketing 2. Accuracy in explaining integrated marketing communication and consumer behavior. 	Form of learning: Self-read tasks Method Learning: Group discussions and answering questions and tasks experience Student learning: Students can explain about direct marketing and personal sales		PB: 100 minutes MILES: 2x60 minutes PT: 2x60 minutes	DIRECT SELLING & PERSONAL SELLING: <ul style="list-style-type: none"> a. Direct marketing b. Salespeople Library: 3,4,5	5
Final Exam								



ASSESSMENT OF COURSE LEARNING ACHIEVEMENT (CP-MK)

Courses	Consumer Behavior
Semester	V(Five)
Course Code	MKW60730
College Courses	Agricultural Economy
MK Preconditions	Microeconomics
Developer Lecturer	Dr. Ir. Nikmatul Khoiriyah,MP.
Mk Master Lecturer	Dr. Ir. Nikmatul Khoiriyah,MP.
Authentication Date	
Courses	Agribusiness
Faculty	Agriculture

ISLAMIC UNIVERSITY OF MALANG 2019

Week 1	CPL	CPMK	Sub-CPMK	Indicators	Assessment Technique - Assessment Instrument- Weight (%)	Weight (%) Sub-CPMK	Student Grades (0-100)	Σ (Student Grade) X (Weights %)	CPL's ability to MK (%)	
1-2	ILO 9 Able to work efficiently, independently and team work using a variety of methods to communicate effectively with within the scientific community and society	CPMK 1 - Students master concepts; theories and philosophies in the field of consumer behavior	Sub-CPMK 1 Students master the concepts of consumer behavior and consumer behavior models	Explaining the concept of consumer behavior in marketing in the form of: <ul style="list-style-type: none"> e. Marketing concepts f. Consumer research g. STP strategy Simple model of consumer decision making Explain the concept of consumer motivation and its relationship to consumer behavior: <ul style="list-style-type: none"> f. Motivation as a behavioral impulse g. Theories of motivation (Maslow, McClelland, Herzberg, Alderfer) h. Explain the concept of personality and its relationship to consumer behavior: i. Theories about personality j. Personality factors 	Assessment Techniques: 3. Performance Assessment (Observation of performances during discussions) 4. Quiz (Multiple-Choice) Assessment Instruments: 1. Rubric of job performance assessment 2. Quiz questions	3 2	5	86	15	86 %

3-4	<p>ILO 9 Able to work efficiently, independently and team work using a variety of methods to communicate effectively within the scientific community and society</p>	<p>CPMK 2 Able to make decisions professionally based on the science of consumer behavior</p>	<p>Sub CPMK 2 Students are able to explain the motivation, attitudes and learning of consumers</p>	<p>Describes referral groups and their relationship to consumer behavior: f. Understanding groups and referral groups g. Referral group categories h. Appeal of referral groups i. Division and function of the family j. Consumer socialization Family life cycles Describes the relationship between social class and consumer behavior: e. Definition of social class f. Social class sizes and their impact g. Social class movement Application of social classes to selected consumer behavior Explaining the influence of culture and subculture on consumer behavior: k. Culture studied l. The dynamic nature of culture m. Things that marketers need to consider n. Cultural measurements o. Relationship between culture and subculture p. Various subcultures q. Sub-cultural</p>	<p>Assessment Techniques: 3. Job Performance Assessment (Observation during discussion) 4. Assignment (Creating a Summary) Assessment Instruments: 1. Rubric of job performance assessment 2. Assignment assessment rubric</p>	3	15	86	15	86 %
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				<p>interactions</p> <p>r. Cross-cultural consumer behavior</p> <p>s. A changing multinational strategy</p> <p>Global marketing yang adaptive</p>						
5,6,7	<p>ILO 9</p> <p>Able to work efficiently, independently and team work using a variety of methods to communicate effectively within the scientific community and society</p>	<p>CPMK 3 Able to assess dynamic multinational marketing strategies so as to adapt to global marketing</p>	<p>Sub CPMK 3: Students can explain about referral groups and family influences, social classes, culture and subculture.</p>	<p>Indicators :</p> <p>1. Describes referral groups and their relationship to consumer behavior:</p> <p>a) Understanding groups and referral groups</p> <p>b) Referral group categories</p> <p>c) Appeal of referral groups</p> <p>d) Division and function of the family</p> <p>e) Consumer socialization</p> <p>f) Family life cycles</p> <p>2. Describes the relationship between social class and consumer behavior:</p> <p>a) Definition of social class</p> <p>b) Social class sizes and their impact</p> <p>c) Social class movement</p> <p>d) Application of social classes to selected consumer behavior</p> <p>3. Explaining the influence of culture and subculture on consumer behavior:</p> <p>a) Culture studied</p>	<p>Assessment Techniques:</p> <p>1. Job Performance Assessment (Observation during discussion)</p> <p>2. Assignment (Creating a Summary)</p> <p>Assessment Instruments:</p> <p>1. Rubric of job performance assessment</p> <p>2. Assignment assessment rubric</p>					

			<ul style="list-style-type: none"> b) The dynamic nature of culture c) Things that marketers need to consider d) Cultural measurements e) Relationship between culture and subculture f) Various subcultures g) Sub-cultural interactions h) Cross-cultural consumer behavior i) A changing multinational strategy j) Adaptive global marketing <p>Assesment Creteria</p> <ol style="list-style-type: none"> 1. Accuracy of explanation of the reference group of family refreshers 2. Accuracy describes the referral group and its relationship to consumer behavior 3. Accuracy in explaining social class 4. Accuracy in explaining the relationship between social class and consumer behavior 						
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				5. Accuracy in explaining about culture and subculture						
				6. Accuracy in explaining the influence of culture and subculture on behavior						

Week 1	CPL	CPMK	Sub-CPMK	Indicators	Assessment Technique - Assessment Instrument- Weight (%)		Weight (%) Sub-CPMK	Student Grades (0-100)	Σ (Student Grade) X (Weights %)	CPL's ability to MK (%)
8-9	LO 9 Able to work efficiently, independently and team work using a variety of methods to communicate effectively within the scientific community and society	CPMK 5 Able to work efficiently, independently to solve consumer behavior problems	Sub CPMK 5: Students can explain about decision making.	Describe integrated marketing communications and consumer behavior: a. Purpose of marketing communication b. Marketing communication mix c. Effective marketing communication development steps d. Factors in determining the marketing communication mix Assessment Criteria: 1. Accuracy in reviewing consumer decision making 2. Accuracy in Describes integrated marketing communications and consumer behavior	Assessment Techniques: 1. Performance Assessment (Observation of work during discussion) 2. Quiz (Multiple-Choice) Assessment Instruments: 1. Rubric of performance assessment Quiz questions	1 2 2	5	86	21	86 %

10-11,	<p>LO 9</p> <p>Able to work efficiently, independently and team work using a variety of methods to communicate effectively within the scientific community and society</p>	<p>CPMK 4</p> <p>Able to use up-to-date quantitative methods to analyze consumer behavior</p>	<p>Sub CPMK 4 :</p> <p>Students can Explain about consumer communication and behavior, integrated marketing communication strategies</p>	<p>Explaining communication and consumer behavior:</p> <ul style="list-style-type: none"> a. Simple communication model b. Communication components c. Sleeping effect d. Research on the effectiveness of advertising e. Comprehensive communication model f. Design persuasive communication g. Persuasion ability and lack of mass media Emotional appeal in advertising <p>Assessment criteria:</p> <ol style="list-style-type: none"> 1. Accuracy in explaining the communication and behavior of konsumen 2. Accuracy in Describe integrated marketing communications and consumer behavior: <ul style="list-style-type: none"> a. Purpose of marketing communication b. Marketing communication mix c. Effective marketing communication development steps d. Factors in determining the marketing communication mix <p>Assessment Criteria:</p>	<p>Assessment Techniques:</p> <ol style="list-style-type: none"> 1. Performance Assessment (Observation of work during discussion) 2. Quiz (Multiple-Choice) <p>Assessment Instruments:</p> <ol style="list-style-type: none"> 1. Rubric of performance assessment <p>Quiz questions</p> <p>Assessment Techniques:</p> <ol style="list-style-type: none"> 1. Performance Assessment (Observation of work during discussion) 2. Quiz (Multiple-Choice) <p>Assessment Instruments:</p> <ol style="list-style-type: none"> 1. Rubric of performance assessment <p>Quiz questions</p>	3	5	86	15	86 %
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				<ol style="list-style-type: none">1. Accuracy in explaining about integrated marketing communication strategies2. Accuracy in explaining integrated marketing communication and consumer behavior						
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12,13	<p>LO 9 Able to work efficiently, independently and team work using a variety of methods to communicate effectively within the scientific community and society</p>	<p>CPMK 6 Able to work together in a team to analyze marketing based on consumer behavior</p>	<p>Sub CPMK 6: Students can explain about advertising, sales promotions, special events and public relations and direct marketing and personal sales</p>	<p>Describe integrated marketing communications and consumer behavior:</p> <ul style="list-style-type: none"> a. Advertising and key decisions in advertising b. Evaluation of ad effectiveness & ad handling d. Sales promotions and various promotional tools e. Develop a sales promotion program f. Designing a special event program g. Public relations, tasks and key tools <p>Assessment Criteria:</p> <ul style="list-style-type: none"> 1. Accuracy in explaining about advertising, sales promotions, special events and public relations. 2. Accuracy in explaining integrated marketing communication and consumer behavior 	<p>Assessment Techniques:</p> <ul style="list-style-type: none"> 1. Performance Assessment (Observation of work during discussion) 2. Quiz (Multiple-Choice) <p>Assessment Instruments:</p> <ul style="list-style-type: none"> 1. Rubric of performance assessment Quiz questions 	10	10	86	15	86%
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				marketing communication and consumer behavior.						
End-of-Semester Exam: Reviewing consumer behavior theory and Strategizing appropriate marketing										
Total Weight (%)						100	100			
									Average CPL Design	

NOTE: THIS END ASSESMENT IS IN ACCORDANCE WITH THE FINAL ASSESMENT IN SISFO

Information:

* : Student Daily Score = Σ Student Score (which has been multiplied by the weight of each sub-CPMK)

** : Final Grade of Course = $((3 \times \text{Average Daily Value}) + (2 \times \text{Midle Test Value}) + (3 \times \text{Final Test Value})/8$