

RENCANA PEMBELAJARAN SEMESTER (RPS)

CONSUMER BEHAVIOR

EKM 212 (3 sks) Semester IV



Pengampu mata kuliah

Syafrizal,SE.ME.PhD

Ma'ruf,SE.M.Bus

Program Studi Manajemen

Fakultas Ekonomi

Universitas Andalas

Padang, Tahun 2017

RENCANA PEMBELAJARAN SEMESTER (RPS)

Course : **Consumer Behavior**
Kode/SKS : EKM212/3
Semester : IV
Status Mata Kuliah : Compulsary
Dosen Pengampu : Syafrizal, SE, ME, Ph.D
Ma'ruf, SE.M.Bus
Mata Kuliah Prasyarat : Manajemen Pemasaran

A. Course Description

A fundamental marketing principle is the centrality of the customer to organizational planning, thus an understanding of the attitudes and behaviors of customers is critical to successful marketing campaigns. EKM212 has been designed to provide students with a knowledge of the cognitive and behavioral approaches to consumer behavior; the components of consumer motivation and behavior; the influences of society and culture; an awareness of the critical implications of these processes to the marketing task; and an ability to translate and apply consumer theory to local situations and diagnose the marketing responses.

B. Learning Objective

1. General Objective:

This course is designed to provide students with very up-to-date appreciation of the psychological and social foundations of consumer behavior. The course attempts to demonstrate what drives the behavior of consumer markets (both personal and organizational) and how marketing managers can respond appropriately. The course provides a unique opportunity for students to appreciate and to be able to manage the nexus between theory and practice in relation to a range of consumer decision making influencers in different situations and where relevant in their own organizations. The lecture topics are intended to provide information from different areas of consumer behavior in particular in relation to impacts on consumer decision-making processes and appropriate practices that have been adopted by business organizations to respond to customers. Students will have the opportunity to enhance their analytical skills by examining these topics and practices through presentations, discussions and project work.


2.

3. Specific Objective

After completion of this course, you should be able to:

1. Understand the key principles of consumer behavior
2. Demonstrate a comprehensive understanding of the complexity and variability of consumer behavior
3. Understand the two main approaches to the study of consumer behavior; cognitive and behavioral
4. Gain an appreciation of decision-making, situational and emotional bases for purchase behavior.
5. Describe the major factors which influence consumer's behavior (for instance demographics, lifestyle, social class, culture)
6. Use consumer behavior theories to analyze real-world marketing problems and recommend creative solutions.
7. Work effectively in teams
8. Demonstrate the ability to effectively manage their own learning using a wide variety of resources including the library, the internet and personal observation
9. Communicate effectively; written, verbal and electronically.
10. Effectively and efficiently organize themselves to competently complete the required tasks on time.

C. RPS CONSUMER BEHAVIOR

		RENCANA PEMBELAJARAN SEMESTER (RPS) PROGRAM STUDI : MANAJEMEN FAKULTAS /PPs: EKONOMI UNIVERSITAS ANDALAS				
MATA KULIAH		KODE	Rumpun MK	BOBOT (sks)	SEMESTER	Tgl Penyusunan
CONSUMER BEHAVIOR		EKM 212	VOCATIONAL	3	4	10-1-2017
OTORISASI		Dosen Pengembang RPS		Koordinator Rumpun MK	Ka Program Studi	
		Syafrizal,SE.ME.PhD Ma'ruf,SE.M.Bus		Syafrizal,SE.ME.PhD	Dr.Verinita,SE.MSi	
Capaian Pembelajaran (CP)		CP Program Studi				
Catatan : S : Sikap P : Pengetahuan KU : Keterampilan Umum KK : Keterampilan Khusus	S2	Menjunjung tinggi nilai kemanusiaan dalam menjalankan tugas berdasarkan agama, moral, dan etika.				
	S6	Berkontribusi dalam peningkatan mutu kehidupan bermasyarakat, berbangsa, bernegara, dan kemajuan peradaban berdasarkan pancasila				
	S7	Bekerja sama dan memiliki kepekaan sosial serta kepedulian terhadap masyarakat dan lingkungan				
	S10	Menunjukkan sikap bertanggungjawab atas pekerjaan di bidang keahliannya secara mandiri				
	P1	Menguasai konsep teoretis , metode dan perangkat analisis fungsi manajemen (perencanaan, pelaksanaan, pengarah, pemantauan, evaluasi dan pengendalian) dan fungsi organisasi (pemasaran, Manajemen sumber daya manusia , manajemen operasi dan keuangan) pada berbagai jenis organisasi				
	P2	Menguasai konsep dan teknik menyusun rencana strategis dan menjabarkannya dalam rencana operasional				
	P5	Menguasai minimal satu metode penelitian(studi kasus, kesejarahan, suevi, simulasi dan eksperimen pada lingkup kualitatif dan kuantitatif secara eksploratif, deskriptif dan verifikatif				
	P6	Menguasai etika bisnis dan nilai-nilai kemanusiaan (humanity values)				
	KU2	Mengkaji implikasi pengembangan atau implementasi ilmu pengetahuan, teknologi atau seni sesuai dengan keahliannya berdasarkan kaidah, tata cara dan etika ilmiah untuk menghasilkan solusi, gagasan, desain, atau kritik seni serta menyusun deskripsi saintifik hasil kajiannya dalam bentuk skripsi atau laporan tugas akhir				
	KU3	Mengambil keputusan secara tepat dalam konteks penyelesaian masalah di bidang keahliannya, berdasarkan hasil				

		analisis terhadap informasi dan data
	KK2	Mampu melaksanakan fungsi organisasi (organisasi (pemasaran, Manajemen sumber daya manusia , manajemen operasi dan keuangan dan strategi) pada level operasional di berbagai tipe organisasi
	KK4	Mampu berkontribusi dalam penyusunan rencana strategis organisasi dan menjabarkan rencana strategis menjadi rencana operasional organisasi pada level fungsional
	KK5	Mampu mengambil keputusan manajerial yang tepat diberbagai tipe organisasi pada tingkat operasional berdasarkan analisis data dan informasi pada fungsi organisasi
	Learning Outcomes	
	1	Student can understand the key principles and ethic in consumer behavior (S2, P1; P6; KU1)
	2	Student has ability to demonstrate a comprehensive understanding of the complexity and variability of consumer behavior (S6; S10; P1; P5; P6; P7; KU1; KU4; KK2; KK4; KK6),
	3	Student can understand the three main approaches to the study of consumer behavior; cognitive, affective and behavioral (P1; KK4; KK5
	4	Student can Gain an appreciation of decision-making, situational and emotional bases for purchase behavior.
	5	Student can Describe the major factors which influence consumer's behavior (for instance demographics, lifestyle, social class, culture) (P1;
	6	Student can Use consumer behavior theories to analyze real-world marketing problems and recommend creative solutions (S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).
	7	Student can Work effectively in teams (S7; P8; KU5;KK4; KK5
	8	Student can demonstrate the ability to effectively manage their own learning using a wide variety of resources including the library, the internet and personal observation (S9; KU4;
	9	Student can communicate effectively; written, verbal and electronically (S5; P8; KK7;
	10	Student can effectively and efficiently organize themselves to competently complete the required tasks on time (S9; KU4; S10;

Course Description	A fundamental marketing principle is the centrality of the customer to organizational planning, thus an understanding of the attitudes and behaviors of customers is critical to successful marketing campaigns. MMM327 has been designed to provide students with a knowledge of the cognitive and behavioral approaches to consumer behavior; the components of consumer motivation and behavior; the influences of society and culture; an awareness of the critical implications of these processes to the marketing task; and an ability to translate and apply consumer theory to local situations and diagnose the marketing responses.
Courses Material	<ol style="list-style-type: none"> 1. Introduction to the Course and Consumer research 2. Market Segmentation, 3. Consumer Needs and Motivation 4. Consumer Personality and Self-concept 5. Consumer Perception and Learning 6. The Nature of Attitudes and Consumer Involvement 7. Communication and Consumer Behavior 8. Social Influence on Buyer Behavior, The Family 9. Social Class and Consumer Behavior, 10. The Influence of Culture 11. Sub-cultural Aspects of Consumer Behavior, Cross Cultural Consumer Behavior 12. Consumer Influence and Diffusion of Innovation 13. Decision Making

Leraning Media	Perangkat lunak :	Perangkat keras :
	IBM SPSS Statistik	LCD & Projector
Team Teaching	1. Syafrizal, SE. ME. Ph.D 2. Ma'ruf, SE. M. Bus	
Assessment		
Course Requirement	Marketing Management	

Pelaksanaan Perkuliahan 3 SKS

Mg Ke-	Kemampuan akhir yg diharapkan	Bahan Kajian (Materi Ajar) Dan Referensi	Metode Pembelajaran dan Alokasi Waktu	Pengalaman Belajar Mahasiswa	Kreteria (Indikator) Penilaian	Bobot Penilan (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1 & 2	Student can understand the definition of consumer behavior; can explain the main behavioral issues in pre purchase, during purchase and post purchase. (KK4; S2, P1; P6; KU1)	Introduction to the Course and Consumer research and Market Segmentation References: Ch1 and Ch3	Lecture and Class Discussion Assigment: Make summary of market segmentation and its implication to consumer behavior from 3 journal article. Time: 3 x 45 minutes	Student Actively to find information on consumer motivation, personality and self-concept within various sources such as text book, journal and internet.	The accuracy of explanation on the specific behavior of consumen before, during and after purchasing. The accuracy of explanation about segmentation approach and unique behavior of consumer within different segment	
3 & 4	Students have ability to understand, analyze the effect of consumer motivation, personality and self concept on consumer behavior and and use theese information to design marketing activities to influence purchase decision. (S7; P5;P6;P7; KU2; KU3 KK4;KK5;KK6)	Consumer Need and Motivation Consumer Personality and Self-concept. References: Schifman and Kanuk Ch4	Lecture and Class Discussion Time: 3 x 45 minutes	Student Actively to find information on consumer motivation, personality and self-concept within various sources such as text book, journal and internet.	The accuracy of explanation about the effect of consumer motivation, personality and self concept on marketing strategy	
5	Students understand the concept of perception and learning and	Consumer Perception and Learning.	Lecture and Class Discussion Time: 3 x 45 minutes	Student actively to find information on consumer perception	The accuracy of explanation on how to design marketing strategy in order to establish	

Mg Ke-	Kemampuan akhir yg diharapkan	Bahan Kajian (Materi Ajar) Dan Referensi	Metode Pembelajaran dan Alokasi Waktu	Pengalaman Belajar Mahasiswa	Kreteria (Indikator) Penilaian	Bobot Penilan (%)
	applied theese concept in formulating and excecuting marketing activities in order influence consumer/buyer purchase decision. (S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).	References: Schimann and Kanuk (Ch6 and Ch7)		and learning within various sources such as text book, journal, video and internet.	consumer perception and develop consumer learning	
6 & 7	Student can understand, analyze the effect of consumer attitude on his/her purchase decision and applied theese concept to design marketing strategy that can develop positive consumer attitude to the company (S2; S7;	The Nature of Attitudes and Consumer Involvement. References: Schiffman and Kanuk (Ch8)	Case study presentation Lecture and Class Discussion Time: 3 x 45 minutes	Student actively to find information on consumer attitude within various sources and involvement such as text book, journal, video and internet.	The accuracy of explanation on how marketing strategy can create positive attitude and improve consumer involvement	
8	Student can understand the concept of communication and analyze its impact to purchase behavior. Then how to consider/ to use this concept in developing marketing strategy in order to	Communication and Consumer Behavior Refernces: Schifmann and Kanuk (Ch9)	Lecture and Class Discussion Time: 3 x 45 minutes	Student actively to find information on consumer attitude within various sources and involvement such as text book, journal, video and internet.	The accuracy of explanation on how to consider the communication concept in developing marketing strategy in order to influence purchase behavior.	


Mg Ke-	Kemampuan akhir yg diharapkan	Bahan Kajian (Materi Ajar) Dan Referensi	Metode Pembelajaran dan Alokasi Waktu	Pengalaman Belajar Mahasiswa	Kreteria (Indikator) Penilaian	Bobot Penilan (%)
	influence consumer purchase behavior.					
9	Mid Test Exam					
10	Student can understand, analyze how the family life cycle can influnce purchase behavior and use this information to formulate marketing activities to influence purchase decision of the family. (S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).	Social Influence on Buyer Behavior, The Family References: Schiffman and Kanuk (Ch10)	Lecture and Discussion Time: 3 x 45 minutes	Student Actively to find out information in various sources such as Text Book, journal, video and Internet about the Family and consumer behavior.	The accuracy of explanation and analysis on how to apply information about family to develop marketing strategy in order to influence family purchase behavior.	
11	Student have ability to analyze the effect of social class on purchase behavior and use this information to develop marketing strategy in order to serve the need and preferences of certain class social satisfactorily (S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).	Social Class and Consumer Behavior References: Schiffman and Kanuk (Ch11)	Lecture and Discussion Time: 3 x 45 minutes	Student Actively to find out information in various sources such as Text Book, journal, video and Internet about the social class and consumer behavior.	The accuracy of explanation on how to understand the behavior of certain social class and applied this information to develop marketing strategy in order to serve their need successfully	
12 & 13	Student has ability to analyze the effect of	The Influence of Culture on Consumer Behavior; Sub-	Lecture and Discussion Assignment	Student Actively to find out information	The accuracy of explanation and analysis about how	

Mg Ke-	Kemampuan akhir yg diharapkan	Bahan Kajian (Materi Ajar) Dan Referensi	Metode Pembelajaran dan Alokasi Waktu	Pengalaman Belajar Mahasiswa	Kreteria (Indikator) Penilaian	Bobot Penilan (%)
	culture, sub-culture and cross cultural culture on consumer behavior and use this information to develop different marketing strategy for customer with different culture. (S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).	cultural Aspects of Consumer Behavior and Cross Cultural Consumer Behavior References: Schifmann and Kanuk (Ch12, Ch13 and Ch14)	Summary of Culture, Subculture and Cross Culture. Time: 3 x 45 minutes	in various sources such as Text Book, journal, video and Internet about culture, cu-culture and cross cultural consumer behavior	culture, sub culture and cross cultural influence consumer behavior	
14	Student has ability to identify the factor influencing diffussion of innovation and recommend solution how to increase customer purchase intention to accelerate penetration of innovative product in the market. S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).	Consumer Influence and Diffusion of Innovation References: Schifmann and Kanuk (Ch15)	Lecture and Discussion Time: 3 x 45 minutes Assignment Case study presentation	Student Actively to find out information in various sources such as Text Book, journal, video and Internet about diffusion of innovation	The accuracy of explanation about diffusion of innovation	
15	Student can understand, analyzed customer decision making process and applied this information to formulate marketing	Decision Making References: Schifmann and Kanuk (Ch16)	Lecture and Discussion Assignment Case Study Presentation Time: 3 x 45 minutes	Student Actively to find out information in various sources such as Text Book, journal, video and Internet about	The accuracy of explanation about decision making	

Mg Ke-	Kemampuan akhir yg diharapkan	Bahan Kajian (Materi Ajar) Dan Referensi	Metode Pembelajaran dan Alokasi Waktu	Pengalaman Belajar Mahasiswa	Kreteria (Indikator) Penilaian	Bobot Penilan (%)
	strategy to lead customer to buy company products/services. (S6; S7; P5;P6;P7; KU2; KU3; KK4;KK5;KK6).			diffusion of innovation		
	FINAL EXAM					

D. Learning Evaluation

No	Komponen Penilaian	Individu/ Kelompok	Bentuk Penilaian	Date Line	Bobot
1	Assignment (Group Presentation)	Kelompok	Laporan dan Presentasi Singkat	Sesuai Jadwal	20%
2	Class Participation				10%
3	Journal Summary	Individu	Laporan singkat	Sesuai Jadwal	10%
4	Mid tern exam	Individu	Soal Essay dan atau kasus tutup buku	Sesuai Jadwal Fakultas	30%
5	Final Exam	Individu	Soal essay dan atau Kasus dan Tutup buku	Sesuai Jadwal Fakultas	30%
Total Bobot					100%

	PROGRAM STUDI : MANAJEMEN FAKULTAS /PPs: EKONOMI UNIVERSITAS ANDALAS				
RENCANA TUGAS MAHASISWA					
MATA KULIAH	CONSUMER BEHAVIOR				
KODE		sks	3	SEMESTER	IV
DOSEN	Syafrizal, SE. ME. Ph.D				
PENGAMPU	Dr. Maruf Ridwan, SE. M.Buss				
BENTUK TUGAS					
Case Anlysis					
Journal Summary					
JUDUL TUGAS					
Assignment: Case Analysis: Report of Case Analysis and Presentation					
SUB CAPAIAN PEMBELAJARAN MATA KULIAH					
Student can applied theory of consumer behavior to solve the problem faced by the company appropriately					
Student can understand the course appropriately					
DISKRIPSI TUGAS					
Case Analysis					
Analysis the case by using relevan theory in consumer behavior, write report of case analysis, group presentation.					
Chapter Summary					
Student summarize certain topic of the courses					
METODE Pengerjaan Tugas					
Case Analysis					
1. Company Overview					
2. Identified the problem faced by the company					
3. Review of Literature					
4. Discussion and analysis of case					
5. Conclusion and Recommendation					
6. Presentasi proposal penelitian di klas.					
Chapter Summary					
Make report of chapter summary individually					
BENTUK DAN FORMAT LUARAN					

a. Case Analysis b. Outcome: <ol style="list-style-type: none"> 1. Report of Case Analysis 2. Powerpoint Presentation 3. Group Presentation 	
INDIKATOR, KRETERIA DAN BOBOT PENILAIAN	
a. Chapter Summary (bobot 10%) Summarize 3 journal article related with the course topic b. Case Analysis (20%) <ol style="list-style-type: none"> 1. The strength of problem statement 2. The appropriateness of theory used to explain problem in the case 3. The appropriateness of discussion and analysis of the case 4. The format of case report 5. Slide presentation 6. Participation of Class Discussion. 	
JADWAL PELAKSANAAN	
Journal Summary	Meeting 2,12
Case Assignment	Meeting 6,7,14,15
LAIN-LAIN	
Total weight of assignment is 30% of 100% final marking.	
DAFTAR RUJUKAN	