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| **1.Course Identity** |
| **Course Name** | Market Behavior |
| **Faculty** | Business and Economics | **Study Program** | Management |
| **Code** | SEM957 | **Credits Weight** | 3 |
| **Group** | Study Program | **Type of Course** | Elective |
| **Semester** | 6 | **Availability** | Limited to Study Program |
| **Learning Method** | Classroom Session | **Media** | Blended |
| **Course Cluster** | Specialization Elective Courses (MKPP) | **Prerequisite** | Marketing Management |

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| **2. Course Description** |
| Market Behavior focuses on buying behavior or the decision-making process in purchasing, both in the consumer market and the business market. It also discusses various factors that influence the customer’s existing behavior and the developing tendencies, such as: perceptions, motivations, attitudes, self-concepts, lifestyles, and customer’s external factors, including: culture, sub-culture, reference groups and family. |

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| **3.Learning Outcomes** |
| **CPL Codes** | **Formulation of Graduate Learning Outcomes (CPL)** | **CPMK Codes** | **Formulation of Course Learning Outcomes (CPMK)** |
| S1 | To be devoted to God the Almighty and develop a virtuous noble character | **M 1** | To be devoted to God the Almighty and develop a virtuous noble character: to be independent, ethical, honest and respectful of diversity and able to identify managerial problems and organizational functions at the operational level, based on data and information analysis that is open and responsive to advances in science and technology within the scope of Management science |
| S3 | To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession |
| S5 | To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others. |
| PP3 | To profess at least one of the international languages |
| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom |
| KU4 | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| KK5 | To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |
| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom |  |  |

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|  |  | **M2** | To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others, to profess at least one of the international languages, and to conduct empirical studies and modeling using scientific methods based on Management science, in various types of organizations |
| KU4 | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| KK1 | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science in various types of organizations. |
| **KK3** | To see opportunities quickly and dare to take risks responsibly to provide optimal benefits |
| KK4 | To think “out of the box” by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science |
| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom | **M 3** | To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others, to profess at least one of the international languages, and to conduct empirical studies and modeling using scientific methods based on Management science, in various types of organizations |
| KU4 | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| KK1 | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science in various types of organizations. |
| **KK3** | To see opportunities quickly and dare to take risks responsibly to provide optimal benefits |
| KK4 | To think “out of the box” by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science |
| KK5 | To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |

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| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom | **M4** | To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others, to profess at least one of the international languages, and to conduct empirical studies and modeling using scientific methods based on Management science, in various types of organizations |
| KU4 | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| KK1 | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science in various types of organizations. |
| **KK3** | To see opportunities quickly and dare to take risks responsibly to provide optimal benefits |
| KK4 | To think “out of the box” by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science |
| KK5 | To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |
| **KU3** | To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom | M5 | To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others, to profess at least one of the international languages, and to conduct empirical studies and modeling using scientific methods based on Management science, in various types of organizations |
| KU4 | To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions |
| KK1 | To recognize and observe management problems through empirical studies and modeling using scientific methods based on management science in various types of organizations. |
| **KK3** | To see opportunities quickly and dare to take risks responsibly to provide optimal benefits |
| KK4 | To think “out of the box” by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science |
| KK5 | To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science |  |  |

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| **4.Learning Materials and Main References** |
| **Learning Materials** | Behavioral Concepts and Theories1. Scope of Consumer Behavior and Marketing StrategyInternal Factors of Consumer Behavior1. Perception
2. Learning
3. Motivation
4. Personality
5. Emotions
6. Attitude
7. Self-concept
8. Lifestyle

External Factors:1. Culture2. Cultural VariationsBuying Decision and Behavior 1. Consumer Market 2. Organizational Market |
| **Main Reference** | David l. Mothersbaugh, Del l. Hawkins, Susan Bardi Kleiser, *Consumer Behavior: Building Marketing Strategy*, — Fourteenth edition, (2020), McGraw-Hill Irwin.. |

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| **Date: February 10, 2021** | **Date: February 4, 2021** | **Date: February 1, 2021** |
| Prepared by the Dean | Examined by the Head of Study Program | Prepared by: |
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| Prof. Jaka Sriyana, SE., M.Si., Ph.D | Anjar Priyono, SE., M.Si., Ph.D | Dra. Budi Astuti, M.Si |