



**Universitas Negeri Surabaya
Faculty of Sports and Health Sciences,
Undergraduate Nutrition Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																											
Consumer behavior	1321102051		T=0 P=0 ECTS=0	6	July 18, 2024																																											
AUTHORIZATION		SP Developer	Course Cluster Coordinator	Study Program Coordinator																																												
		Amalia Ruhana, S.P., M.P.H.																																												
Learning model	Case Studies																																															
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																															
	Program Objectives (PO)																																															
	PLO-PO Matrix																																															
		P.O																																														
	PO Matrix at the end of each learning stage (Sub-PO)																																															
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;"></td> <td colspan="15" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 10%;"></td> <td style="width: 5%;">1</td> <td style="width: 5%;">2</td> <td style="width: 5%;">3</td> <td style="width: 5%;">4</td> <td style="width: 5%;">5</td> <td style="width: 5%;">6</td> <td style="width: 5%;">7</td> <td style="width: 5%;">8</td> <td style="width: 5%;">9</td> <td style="width: 5%;">10</td> <td style="width: 5%;">11</td> <td style="width: 5%;">12</td> <td style="width: 5%;">13</td> <td style="width: 5%;">14</td> <td style="width: 5%;">15</td> <td style="width: 5%;">16</td> </tr> </table>															Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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Short Course Description	Discussion of consumer behavior towards production results related to the field of food nutrition and nutritional services, forms of services and their application in fulfilling life's needs. The discussion includes: basic understanding, characteristics, behavior, rights and obligations, as well as consumer protection, quality standardization, labels and packaging, advertising, metrology, and forms of service. The learning strategy is carried out by applying a constructivist approach, learning activities are provided by lectures, discussions, giving assignments individually and in groups.																																															
References	Main :																																															
	1. Duncan, Tom. 2005. Principles of Advertising & IMC, Second Edition. McGraw-Hill, Inc. Bab 5 2. Olson, Jerry and Paul Peter. 2008. Consumer Behavior & Marketing Strategy, 7th edition . New York: McGraw Hill. 3. Kincaid, Judith. 2003. Customer Relationship Management: Getting it Right. Prentice-Hall, Inc. Page 298. 4. Sumarwan, U. 2011. Perilaku Konsumen: Teori dan Penerapannya Dalam Pemasaran. PT Ghalia Indonesia																																															
	Supporters:																																															
Supporting lecturer	Dra. Rahayu Dewi Soeyono, M.Si. Amalia Ruhana, S.P., M.P.H.																																															
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	Understand consumer behavior in general	1. Explaining Consumers and Behavior 2. Explain the Definition of Consumer Behavior 3. Explain the Consumer Decision Model 4. Explaining Marketing and Consumer Behavior	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: lecture, discussion and question and answer method Learning Model: Cooperative 2 X 50		0%
2	Understanding Motivation, Needs, and Personality	1. Explain Motivation and Needs Introduction 2. Explaining the Motivation Model 3. Explaining the Theory of Needs 4. Explain Motivation and Marketing Strategy 5. Measuring motivation and needs in consumer research and marketing research 6. Explaining Personality Introduction 7. Explaining the Definition of Personality 8. Explain Personality Theories 9. Explaining Lifestyle 10. Explaining Consumer Personality and Behavior	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50		0%
3	Understanding Self-Concept and Consumption Patterns	1. Explain the meaning of self-concept 2. Explaining Self-Concept Theory 3. Explaining the Dimensions of Self-Concept 4. Explaining Self-Concept and Culture 5. Explaining Self-Concept and Consumer Behavior 6. Explain the compatibility between product and self-concept 7. Explains research on self-concept and consumer behavior 8. Explaining the description of students' self-concept 9. Explaining personality/virtual self-concept 10. Explain the meaningful relationship between brand and self-concept 11. Explain self-concept and marketing strategy	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50		0%

4	Understanding Information Processing and Consumer Perception	<ol style="list-style-type: none"> 1.Explaining Information Processing and Perception 2.Explaining the Presentation 3.Explaining the Absolute Threshold (The Absolute Threshold) 4.Explaining Attention 5.Clarifying Understanding 6.Explaining Acceptance 7.Explaining Retention 8.Explaining the Retrieval Process 	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%
5	Understanding the Consumer Learning Process, Consumer Knowledge, and Consumer Attitudes	<ol style="list-style-type: none"> 1.Explain the meaning of the learning process 2.Explaining cognitive and behavioral learning processes 3.Explaining the Classical Conditioning Learning Process 4.Explaining the application of the classical conditioning learning process in marketing 5.Explaining the Instrumental Learning Process (Vicarious Learning) 6.Explaining the Definition of Knowledge 7.Explaining Product Knowledge 8.Explaining Purchasing Knowledge 9.Explaining Usage Knowledge 10.Explain the meaning of attitudes and beliefs 11.Explaining the Function of Attitudes and Strategies for Changing Consumer Attitudes 12.Explaining the Attitude Model 	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%

6	The Influence of Religion, Culture, and Technology on Consumer Behavior	<ol style="list-style-type: none"> 1.Explaining Religious Adherents in the World 2.Discussion about the Islamic Religion 3.Explains building a productive consumer self-concept 4.Discussion of Christianity and Catholicism 5.Discussion about Buddhism 6.Discussion about Hinduism 7.Explaining the Definition of Culture 8.Explaining Attitudes and Behaviors whose behavior is influenced by Culture 9.Explain the elements of culture 10.Explaining Popular Culture 11.Explaining culture and marketing strategy 12.Explaining mobile phones 13.Explain transportation related issues 14.Explains the Payment System 	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%
7	Understanding the Demographic, Social and Economic Characteristics of Consumers	<ol style="list-style-type: none"> 1.Explaining Demographics and Consumer Subcultures 2.Explaining the Economic Characteristics of Consumers 3.Explaining Consumer Social Class 	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%
8	Midterm exam			2 X 50			0%
9	Understanding about Family and Household	<ol style="list-style-type: none"> 1. Explaining Family and Consumer Behavior Studies 2. Explaining the Meaning of Family and Household 3. Explain the Role of Family Members in Purchasing Decision Making 4. Explain the role of husband and wife in family decision making 5. Explain the criteria for Household Poverty 	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%

10	Understanding Reference Groups 1. Understanding Reference Groups 2. Types of reference groups 3. Three types of influence of reference groups 4. Oral Communication 5. Reference Groups and Marketing Strategy	1.Explain the meaning of reference group 2.Explain the types of reference groups 3.Explain the three types of reference group influence 4.Explaining Oral Communication 5.Explaining Reference Groups and Marketing Strategy	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%
11	Understanding the Consumer Environment and Situation	1. Explain the consumer environment 2. Explain the consumer situation 3. Explain the communication situation 4. Explain the purchasing situation	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%
12	Understanding the Consumer Decision Making Process: Recognition of Needs, Information Search, and Evaluation of Alternatives	1.Explains Recognition of Needs, Information Search, and Evaluation of Alternatives 2.Explaining Decision Making 3.Explaining Types of Consumer Decision Making 4.Explain the steps in consumer decisions	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%
13	Understanding the Consumer Decision Process: Purchase, consumption, and consumer decisions	1.Explaining Purchases 2.Explaining the Purchasing Process 3.Explaining Consumption 4.Explaining Post-Consumption: Satisfaction and Dissatisfaction 5.Explain the Product Disposal Process after consumption 6.Explaining Brand Loyalty	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50			0%

14	Understanding Social Responsibility towards consumers 1. Understanding consumers and business practices that are detrimental 2. The interests of producers and consumers 3. Food sales practices that are detrimental to consumers 4. Consumers and food safety 5. Consumers and the food and beverage industry 6. Food quality issues in Indonesia 7. Laws and regulations that protect consumer interests 8. Consumer rights	1.Explain Understand consumer and business practices that are detrimental 2.Explain the interests of producers and consumers 3.Explain food sales practices that harm consumers 4.Explains consumer and food safety 5.Explaining consumers and the food and beverage industry 6.Explaining food quality problems in Indonesia 7.Explain the laws and regulations that protect consumer interests 8.Explaining consumer rights	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50		0%
15	Understanding Misleading Advertising	1.Explaining deceptive information 2.Explaining that consumers must be critical of advertising 3.Explain the laws and regulations related to advertising 4.Explain advertisements that violate regulations and ethics	Criteria: Students will get maximum marks if they can answer the questions correctly	Learning Method: problem based learning 2 X 50		0%
16						0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

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** ability in the process and student learning outcomes are specific and measurable statements that identify the ability 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.

8. **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.
9. **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.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **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%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.