

## MODULE HANDBOOK



### UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic  
Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: [adminikom@unesa.ac.id](mailto:adminikom@unesa.ac.id) website: <https://ikom.fish.unesa.ac.id/>

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Consumen Behavior and Lifestyle / 7020103067	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5 <sup>th</sup> / odd	Once Year	14 x meetings
1	<b>Types of courses</b> Lectures Structured, Assignments, Independent Study	<b>Contact hours</b>  (3CU X 1,59 ECTS) X {(50:170) X 28,49 Workhour s= 39, 97	<b>Independent Study</b>  (3CU X 1,59 ECTS) X {(60:170) X 28,49 Workhours = 47,96	<b>Structured Study</b>  (3CU X 1,59 ECTS) X {(60:170) X 28,49 Workhour s= 47,96	<b>Class size</b>  <b>MAX 50 STUDENT</b>
2	<b>Prerequisites for participation (if applicable)</b>				
3	<b>Program Learning outcomes</b>				
	PLO 1.A Fostering the attitude of devotion to the Lord YME, love of the homeland, responsibility, and independence, as a reflection of the values of academic norms and ethics.				
	PLO 2.A Able to have the ability to use communication technology as a supporter of the process of message delivery in the field of marketing communications.				

	CLO : <i>Students are able to master the theoretical concepts of a particular field of knowledge in general and the theory of the special parts of the field in depth, as well as to formulate the solution of procedural problems.</i>
4	<p><b>Subject aims/Content</b> (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> <li>1. Students are able to understand the basic definitions and concepts of consumer behavior.</li> <li>2. Capable of understanding and understanding about exposure, attention, and perception.</li> <li>3. Understands about learning and memory processes, cognitive behaviors in consumer conduct.</li> <li>4. Understand about personality, values, and lifestyles in consumption behaviour patterns.</li> <li>5. Understand motivation, ability, and opportunity in consumer behaviour patterns.</li> <li>6. Understand attitudes in consumers behavior.</li> <li>7. Understanding consumer buyer behaviours.</li> <li>8. Able to understand about consumer decision making process.</li> <li>9. Capable of understanding consumer analysis and marketing strategy.</li> <li>10. Understand about consumers in their social and cultural settings.</li> <li>11. Understand about global consumer behavior dan culture.</li> </ol>
5	<p><b>Teaching methods</b> <i>Lecture Course, Case Study.</i></p>
6	<p><b>Assessment methods</b> <i>Product/Project, Participation.</i></p>
7	<p><b>This module/course is used in the following study program/s as well -</b></p>
8	<p><b>Responsibility for module/course</b> <i>Elective Course</i></p>
9	<p><b>Other information (References)</b></p> <ol style="list-style-type: none"> <li>1. Peter, J. Paul dan Olson, Jerry C. 1996. 1CConsumer Behavior and Marketing Strategy 1D, 4th edition, Irwin.</li> <li>2. Assael, Henry 1998. 1CConsumer Behavior and Marketing Action 1D, 6th edition, International ThomsonPublishing.</li> <li>3. Engel, James F., Blackwell Roger D., Miniard, Paul W. 1995. 1CConsumer Behavior 1D, 6thedition, Binarupa Aksara</li> </ol>