

**Description of Course Unit according to the ECTS User’s Guide 2021**

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| Course unit title | Advanced Consumer Behavior |
| Course unit code | PSI802 |
| Type of course unit (Compulsory, optional) | Optional |
| Level of course unit (according toEQF: first cycle Bachelor, second cycle Master) | The Third Cycle of Doctoral Degree Program |
| Year of study when the course unit is delivered(if applicable) | 2020 – 2021 |
| Semester/trimester when the course unit is delivered | 3rd Semester of Doctorate Study |
| Number of ECTS credits allocated | 4.8 credits |
| Name of lecturer(s) | 1. Dr. Sri Hartini, SE., M.Si.
2. Dr.Gancar Candra Premananto
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| Learning outcomes of the course unit | By the end of this course, the students are expected to be able to:1. provide views on research and content issues in consumer behavior.
2. critically evaluate research results in consumer behavior and compose research that has scientific contributions in the field of consumer behavior.
3. critically analyze phenomena and empirical issues in various sectors, both in public sector and in private organizations.
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| Mode of delivery (face-to-face, distance learning) | 1. Face-to-face
2. Distance learning using AULA UNAIR (due to pandemic COVID-19 situation)
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| Prerequisites and co-requisites (if applicable) |  |
| Course content | Learning materials for this course are described in the following materials: * The main focus in this course is how the aspects of cognition, affection and consumer culture play a role in consumer decision making.
* Deepening the philosophy in the discipline of Marketing Management.
* Discussing various theories and philosophies related to the consumer behavior in particular.
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| Recommended or requiredreading and other learning resources/tools | Followings are the literature references the students can refer to each week: 1. Frank R. Kardes, Maria L. Cronley,Thomas W. Cline,2011 Consumer Behavior, South-Western Cengage Learning,USA
2. And other several articles, with topics adapted to learning materials.
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| Planned learning activities and teaching methods | * Lectures
* Discussion or work group
* Presentation
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| Language of instruction | * English
* Indonesia
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| Assessment methods and criteria | In order to pass this course, the students must meet the followings:* Being punctual and meeting 75% attendance of the scheduled classes.
* Achieving a satisfactory attempt at all assessment tasks listed below:

Assessment details:* Group presentation and discussion: 60%
* Mid examination: 20%
* Final examination: 20%
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