

Module Handbook of Agribusiness Marketing Management and Customer Behaviour

A Module Handbook or collection of module descriptions that is also available for students to consult should contain the following information about the individual modules:

Module designation	This course equips students with materials related to how consumers choose, decide, and purchase products to satisfy their needs and desires (customer satisfaction). Additionally, students will acquire materials related to core marketing concepts, company orientation to the market, product life cycle, and marketing mix strategies.
Module level, if applicable	Graduate (Master Level)
Code, if applicable	PNM20246017
Subtitle, if applicable	-
Courses, if applicable	-
Semester(s) in which the module is taught	1st & 2nd Semester
Person responsible for the module	
Lecturer	1. Dr. Jangkung Handoyo Mulyo, M.Ec. 2. Ir. Any Suryantini, M.M., Ph.D. 3. Agus Dwi Nugroho, S.P., M.Sc. , Ph.D.
Language	Indonesian
Relation to curriculum	Compulsory Subjects of Study Interest (Agribusiness Marketing), 1 st Semester and Elective Courses, 2 nd Semester.
Type of teaching, contact hours	Activities: 1. Lecture offline (lecture, discussion, assignment) 2. Examinations (mid-term and final exam) This course uses case/project base learning method

Workload	1. Lecture 3 SKS x 50 minutes x 16 meetings = 2,400 minutes = 40 hours = 40 hours/30 hours = 1.33 ECTS 2. Structural Assignment 3 SKS x 50 minutes x 16 meetings = 2,880 minutes = 48.00 hours = 48.00 hours/30 hours = 1.6 ECTS 3. Self Study 3 SKS x 50 minutes x 16 meetings = 2,880 minutes = 48.00 hours = 48.00 hours/30 hours = 1.6 ECTS Total Workload = 4.53 ECTS
Credit points	3 credit points
Requirements according to the examination regulations	Students who have a minimum attendance of 70% from total lecture meeting (10 meetings minimum attendance from total in 16 times lecture meetings) are allowed to take examination
Recommended prerequisites	-
Module objectives/intended learning outcomes	Course Learning Outcome (CLO): 1. CLO1: Capable of explaining consumer behavior and marketing strategies in agribusiness (GLO 1.2). 2. CLO2: Capable of presenting and interpreting various empirical studies related to consumer behavior and agribusiness marketing management (GLO 2.2). 3. CLO3: Capable of formulating effective agribusiness marketing strategies considering consumer behavior (GLO 4.1). Program Learning Outcome (PLO): 1. GLO 1.2. Demonstrate honesty, responsibility, self-confidence, emotional, ethical, and consciousness to be a lifelong learner. 2. GLO 2.2. Able to analyze problems in the field of agribusiness and evaluate alternative solutions based on theory and application of agribusiness management. 3. GLO 4.1. Able to design innovative agribusiness management models according to the development of science and technology.

Content	CLO 1 1. Introduction to Consumer Behavior 2. Consumer Wellbeing 3. Consumer Perception 4. Learning, Motivation and Consumer Involvement CLO 2 1. Self-Concept and Personality 2. Consumer Decision Making 3. Marketing Management 4. Core Marketing Concepts CLO 3 1. Company Orientation Toward the Marketplace 2. Product Lifecycle 3. Marketing Mix: Product and Price 4. Marketing Mix: Place 5. Marketing Mix: Promotion
Study and examination requirements and forms of examination	Lecture (case/project base learning) Self-study Assignment Examination (midterm and final exam)
Media employed	Laptop, LCD, PPT, smartphone, Wi-Fi, Google classroom, stationery, whiteboard
Reading list	1) Solomon, MR 13ed (2020) Consumer behavior: buying and having and being. Pearson USA 2) Kotler, P & KL. Keller (2016) Marketing Management 15th Global ed. Pearson 3) Beierlein, J.G., and M.W. Woolverton. (1991) Agribusiness Marketing, The Management 4) Perspective. Prentice - Hall, New Jersey. 5) Kardes, F.R., M.L. Cronley & T.W. Cline (2011). Consumer Behavior. South-Cengage Learning 6) De Mooij, M. (2011). Consumer Behavior and Culture Consequences for Global Marketing and 7) Advertising 2nd edition. SAGE Publications. 8) Stephens, D.L. (2017). Essentials of Consumer Behavior. Routledge Taylor & Francis. 9) Schiffman, L.G. & J. Wisenblit (2019). Consumer Behavior 12th edition. Pearson.