



**UNIVERSITAS JEMBER
FAKULTAS EKONOMI DAN BISNIS
MAGISTER MANAJEMEN**

KODE DOKUMEN

F1.03.04

SILABUS

MATA KULIAH	Nama	Analisis Konsumen
	Kode	EKM2225
	Kredit	3 SKS
	Semester	2

DESKRIPSI MATA KULIAH

Matakuliah ini dirancang sebagai pendalaman mengenai filosofi dalam disiplin Ilmu Manajemen Pemasaran. Khususnya pembahasan mengenai berbagai teori dan filosofinya terkait analisis perilaku konsumen. Fokus utama dalam matakuliah ini adalah bagaimana memahami konsumen dalam memproses informasi, pengambilan keputusan, pengaruh lingkungan sosial dan marketer menyusun contemporary marketing strategy berdasar pemahaman perilaku konsumen.

CPL PRODI YANG DIBEBAHKAN PADA MK

- 03 Mampu mengambil keputusan untuk memecahkan permasalahan di bidang manajemen
- 04 Mampu mengimplementasikan keilmuan bidang manajemen yang kreatif dan inovatif berbasis ilmu pengetahuan, teknologi, berwawasan lingkungan dan agroindustri
- 06 Mampu menelaah konsep teoritis sesuai dengan ilmu manajemen yang adaptif dan inovatif

CAPAIAN PEMBELAJARAN MATAKULIAH (CPMK)

- 1 Mampu mengimplementasikan keilmuan yang kreatif dan inovatif berbasis ilmu analisis konsumen, teknologi, berwawasan lingkungan dan agroindustri
- 2 Mampu melakukan kegiatan prestatif sesuai minat berbasis keilmuan analisis konsumen
- 3 Mampu menelaah konsep teoritis dengan bidang ilmu analisis konsumen yang adaptif dan inovatif

SUB CAPAIAN PEMBELAJARAN MATAKULIAH (Sub-CPMK)

- 1 Sub CPMK-1 Mampu mengimplementasikan keilmuan yang kreatif dan inovatif berbasis ilmu analisis konsumen, teknologi, berwawasan lingkungan dan agroindustri
- 2 Sub CPMK-2 Mampu melakukan kegiatan prestatif sesuai minat berbasis keilmuan analisis konsumen
- 3 Sub CPMK-3 Mampu menelaah konsep teoritis dengan bidang ilmu analisis konsumen yang adaptif dan inovatif

MATERI PEMBELAJARAN

- 1. Analisis konsumen
- 2. Purchase insight and the anatomy of transactions.
- 3. Web and social media activity
- 4. Extant research and exogenous cognition
- 5. Persepsi konsumen
- 6. Attitude and judgement formation and change.
- 7. Motivation and emotion.
- 8. Learning and memory.
- 9. Self-concept and personality konsumen
- 10. Elemental features of consumer choice.
- 11. Perceptual and communicative features of consumer choice
- 12. Individual and social features of consumption
- 13. Membuat proposal mengenai tema analisis perilaku

PUSTAKA UTAMA

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