



 LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME		INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI			CODE RPS/PGP/S2/MCM/EVEN/DCB
SEMESTER LEARNING PLAN					
SUBJECT	CODE	SUBJECT Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Digital Consumer Behavior	SUBJECTT909 1		3 credits	2	February 2022
Authority/Approval	RPS Development Lecturer		SUBJECT Coordinator		Head of Study Program
	Dr. Rubiyanto, MM		Dr. Rubiyanto, MM		Dr. Andika Witono, MM
Learning Outcomes	PLO - Study Program charged to the Subject				
	PLO 1 – K1	Mastering communication theory and its various engineering techniques. This course requires students to understand consumer behavior communication theory, particularly in a digital context, and how these theories are engineered and applied to analyze consumer behavior in new media.			
	PLO 2 – K2	Solving problems in science, technology, and the arts in the field of communication through an interdisciplinary or multidisciplinary approach. Students are challenged to integrate communication, psychology, technology, and marketing approaches to analyze the dynamics of digital consumer behavior and generate strategic solutions.			

	PLO 3 – GS1	Able to formulate scientific ideas, thoughts, and arguments responsibly and based on academic ethics, and communicate them through media to the academic community and the wider public. In this context, students are required to convey scientific analysis of digital consumer behavior through reports, presentations, and research-based strategic content.
	PLO 4 – SS1	Produce innovative, applicable, and productive work in social technology, communication management, and related fields. Students are guided to design communication strategies based on an understanding of digital consumer behavior that can be applied to contemporary communication practices.
	PLO 5 – A10	Demonstrate a responsible attitude towards work in their field of expertise independently. The application of digital consumer behavior analysis requires students to work independently, professionally, and responsibly in managing data and developing ethical communication recommendations.
	Course Learning Outcomes (CLO)	
	CLO 1	Students are able to explain key theories related to digital consumer behavior, including approaches to consumer psychology, digital communication, and marketing technology. Students are also able to analyze the dynamics of consumer behavior across various digital platforms based on data and current theories. PLO achieved: K1, K2
	CLO 2	Students are able to design communication strategies based on an understanding of digital consumer behavior, using quantitative and qualitative data, as well as digital tools such as social media, big data analytics, and tracking tools. Students are also able to develop communication campaign prototypes based on consumer analysis results. PLO achieved: SS1, GS1

	CLO 3	<p>Students demonstrate professionalism and responsibility in conducting digital consumer research, as well as sensitivity to digital ethics, data privacy, and the social impact of implemented communication strategies. Students also demonstrate a collaborative spirit and independence in exploring communication solutions.</p> <p>PLO achieved: A10, GS1</p>
Final Competence of Each Learning Stage (Sub-CLO)		
<p> Meeting 1 Students are able to understand the basic concepts of consumer behavior and changes in consumption patterns in the digital era. (PLO: K1, K2)</p> <p> Meeting 2 Students are able to identify consumer psychology approaches and factors that influence digital purchasing decisions. (PLO: K1, K2)</p> <p> Meeting 3 Students are able to explain the role of technology and algorithms in influencing online consumer behavior. (PLO: K1, K2)</p> <p> Meeting 4 Students are able to analyze consumer behavior based on data (digital analytics) and social media usage trends. (PLO: K2, GS1)</p>		

 **Meeting 5**

Students are able to connect consumer behavior theory with digital communication strategies in industrial practice.
(PLO: SS1, K5)

 **Meeting 6**

Students are able to evaluate data-based approaches in designing communication strategies that are in line with digital consumer behavior.
(PLO: K5, SS1)

 **Meeting 7**

Students are able to develop audience insights through the use of big data, behavior tracking, and user journey mapping.
(PLO: GS1, SS1)

 **Meeting 8 – Midterm Exam**

Students are evaluated on their theoretical and analytical understanding of digital consumer behavior through case studies.
(PLO: K1, K5, K2)

 **Meeting 9**

Students are able to design and present a campaign strategy plan based on the characteristics of digital consumers.
(PLO: GS1, SS1)

 **Meeting 10**

Students are able to segment digital consumers and select appropriate media and communication approaches.
(PLO: SS1, K5)

 **Meeting 11**

Students are able to apply motivation and emotion theories in understanding digital consumer behavior.
(PLO: K1, K2)

 **Meeting 12**

Students are able to evaluate the impact of communication ethics and privacy protection in the collection and use of

consumer data.
(PLO: A10, GS1)

 **Meeting 13**

Students are able to critically analyze global and local trends in digital consumer behavior.
(PLO: K2, GS1)

 **Meeting 14**

Students are able to prepare a final report based on the results of observations and analysis of digital consumer behavior.
(PLO: GS1, SS1)

 **Meeting 15 – Final Exam**

Students are evaluated through presentations or research reports on communication strategies based on digital consumer behavior.
(PLO: K5, A10, GS1)

 **Meeting 16 (Optional/Review)**

Students reflect on learning outcomes and review practical applications of their understanding of digital consumer behavior.
(PLO: A10)

Correlation of PLO to Sub-CLO

	<table><tr><th>PLO / Meeting</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th></tr><tr><td>PLO 1 – K1</td><td>✓</td><td>✓</td><td>✓</td><td></td><td>✓</td><td></td><td></td><td>✓</td><td></td><td></td><td>✓</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>PLO 2 – K5</td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td></td><td>✓</td><td></td><td>✓</td><td></td><td></td><td></td><td></td><td>✓</td><td></td></tr><tr><td>PLO 3 – K2</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td><td></td><td>✓</td><td></td><td></td><td>✓</td><td></td><td>✓</td><td></td><td></td><td></td></tr><tr><td>PLO 3 – GS1</td><td></td><td></td><td></td><td>✓</td><td></td><td></td><td>✓</td><td></td><td>✓</td><td></td><td></td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>PLO 4 – SS1</td><td></td><td></td><td></td><td></td><td>✓</td><td>✓</td><td>✓</td><td></td><td>✓</td><td>✓</td><td></td><td></td><td></td><td>✓</td><td>✓</td><td></td></tr><tr><td>PLO 5 – A10</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>✓</td><td></td><td></td><td>✓</td><td>✓</td></tr></table>	PLO / Meeting	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PLO 1 – K1	✓	✓	✓		✓			✓			✓						PLO 2 – K5					✓	✓		✓		✓					✓		PLO 3 – K2	✓	✓	✓	✓				✓			✓		✓				PLO 3 – GS1				✓			✓		✓			✓	✓	✓	✓	✓	PLO 4 – SS1					✓	✓	✓		✓	✓				✓	✓		PLO 5 – A10												✓			✓	✓
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Brief Description of SUBJECT	<p>This course examines consumer behavior in the digital era using a multidisciplinary approach, encompassing psychology, sociology, and communication science. Students will learn how digital technology influences consumer decision-making, brand perceptions, and the dynamics of consumer interactions on online platforms. Furthermore, this course examines how digital data, algorithms, and cultural trends influence consumption patterns and behavioral insight-based marketing strategies. Students are expected to be able to analyze, design, and evaluate marketing communication strategies that are responsive to the characteristics of digital consumers.</p>																																																																																																																							
Study Material: Learning materials	<p>• Journal: Jin, Y., Liu, B.F., & Austin, L. (2021). "Examining the role of social media in effective crisis communication." <i>Public Relations Review</i> , 47(1), 101–110.</p> <p>Study Material:</p> <p>1. Basics of Digital Consumer Behavior</p> <p>• Introduction to consumer behavior in the digital era</p>																																																																																																																							

- Changes in consumer behavior due to technological transformation
- Consumer psychology in the digital ecosystem

References:

- Books: Solomon, M.R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.
- Journal: Kumar, V., & Reinartz, W. (2016). *Creating Enduring Customer Value* . Journal of Marketing, 80(6), 36–68.

2. Consumer Decision Making in the Digital Era

- Cognitive and affective processes in online purchasing decisions
- Factors influencing digital purchasing decisions
- Comparison of offline vs. online consumer behavior

References:

- Books: Schiffman, L.G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Journal: Lissitsa, S., & Kol, O. (2019). *Generation X vs. Generation Y – A decade of online shopping* . Journal of Retailing and Consumer Services, 50, 199–210.

3. Digital Footprint, Data Analytics, and Personalization

- Digital footprint and consumer privacy
- Behavioral analysis based on big data
- The role of algorithms in shaping consumer decisions

References:

- Journal: Tuten, TL, & Solomon, MR (2017). *Social Media Marketing* (3rd ed.). Sage.
- Journal: Bleier, A., & Eisenbeiss, M. (2015). *The Importance of Trust for Personalized Online Advertising* . Journal of Retailing, 91(3), 390–409.

4. Consumer Interaction in Social Media and Online Communities

- Digital Word-of-Mouth and UGC (User Generated Content)
- Consumer communities and brand advocacy

	<ul style="list-style-type: none"> • Influencers, trust, and loyalty <p>References:</p> <ul style="list-style-type: none"> • Journal: Djafarova, E., & Trofimenko, O. (2019). <i>Exploring the power of Instagram in influencing consumers' purchase intentions</i> . Computers in Human Behavior, 93, 373–380. • Book: McKinsey & Company (2021). <i>The New Consumer Mindset in the Digital Age</i> . (Open-access research report) <p>5. Digital Marketing Strategy based on Consumer Behavior</p> <ul style="list-style-type: none"> • Digital consumer segmentation • Design of marketing strategy based on behavioral insights • Evaluation of digital campaigns <p>References:</p> <ul style="list-style-type: none"> • Books: Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson Education. • Jurnal: Lemon, K. N., & Verhoef, P. C. (2016). <i>Understanding customer experience throughout the customer journey</i>. Journal of Marketing, 80(6), 69–96.
References	Main References
	<ol style="list-style-type: none"> 1. Solomon, M. R. (2018). <i>Consumer Behavior: Buying, Having, and Being</i> (12th ed.). Pearson. (Buku) 2. Schiffman, L. G., & Wisenblit, J. (2019). <i>Consumer Behavior</i> (12th ed.). Pearson. (Buku) 3. Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing</i> (7th ed.). Pearson Education. (Buku) 4. Kumar, V., & Reinartz, W. (2016). <i>Creating Enduring Customer Value</i>. Journal of Marketing, 80(6), 36–68. (Jurnal)

	5. Lemon, K. N., & Verhoef, P. C. (2016). <i>Understanding customer experience throughout the customer journey</i> . Journal of Marketing, 80(6), 69–96. (Jurnal)
	Supporting
	<ol style="list-style-type: none"> 1. Tuten, T. L., & Solomon, M. R. (2017). <i>Social Media Marketing</i> (3rd ed.). Sage. (Buku) 2. Djafarova, E., & Trofimenko, O. (2019). <i>Exploring the power of Instagram in influencing consumers' purchase intentions</i>. Computers in Human Behavior, 93, 373–380. (Jurnal) 3. Bleier, A., & Eisenbeiss, M. (2015). <i>The Importance of Trust for Personalized Online Advertising</i>. Journal of Retailing, 91(3), 390–409. (Jurnal) 4. Lissitsa, S., & Kol, O. (2019). <i>Generation X vs. Generation Y – A decade of online shopping</i>. Journal of Retailing and Consumer Services, 50, 199–210. (Journal) 5. McKinsey & Company. (2021). <i>The New Consumer Mindset in the Digital Age</i>. (Book/Research report)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, Infocus, Whiteboard, Marker.
Supporting lecturer	Dr. Margaretha Dr. Niken
Course Requirements	-

Week to	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
1	Students are able to explain the basic concepts of digital consumer behavior.	Able to identify the characteristics of digital consumers.	Interactive lecture (120'), class discussion (30')	Solomon (2018); Kumar & Reinartz (2016)	5%
2	Students are able to differentiate consumer decision-making processes in digital and conventional platforms.	Able to develop digital purchasing decision schemes.	Case study (90'), discussion and reflection (60')	Schiffman & Wisenblit (2019); Lissitsa & Kol (2019)	5%
3	Students are able to analyze the role of big data and algorithms in consumer behavior.	Able to map consumer digital data.	Lecture and analysis assignment (120'), group presentation (30')	Tuten & Solomon (2017); Bleier & Eisenbeiss (2015)	5%
4	Students are able to evaluate the role of social media and online communities in shaping consumer behavior.	Able to develop digital consumer participation strategies.	Journal article-based discussion (120'), literature study (30')	Djafarova & Trofimenko (2019); McKinsey (2021)	5%
5	Students are able to design digital marketing strategies based on consumer behavior.	Able to make digital campaign plans.	Strategy development practicum (120'), group guidance (30')	Chaffey & Ellis-Chadwick (2019); Lemon & Verhoef (2016)	5%
6	Students are able to evaluate the latest trends and challenges in digital consumer behavior.	Able to compile evaluations of ongoing digital strategies.	Journal review & panel discussion (120'), individual reflection (30')	McKinsey (2021); Solomon (2018)	5%
7	Students are able to integrate theories and research findings into digital consumer behavior case studies.	Able to develop insights based on digital behavioral research.	Simulation and case studies (120'), group presentation (30')	Schiffman (2019); Kumar & Reinartz (2016)	5%
8	Mid-Semester Exam (MIDTEST)	Half-semester evaluation in the form of case studies and essays	Case-based written exam and theoretical reflection	Previous references	10%

Week to	Final Competence of Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
9	Students are able to apply digital consumer behavior in brand communication strategies.	Able to prepare a brand engagement plan.	Case studies and strategy workshop (120'), group discussion (30')	Tuten & Solomon (2017); Lemon & Verhoef (2016)	5%
10	Students are able to analyze the effects of personalization and automation in digital marketing.	Able to examine ethical and privacy implications.	Critical discussion (120'), journal analysis (30')	Bleier & Eisenbeiss (2015); Solomon (2018)	5%
11	Students are able to assess the effectiveness of digital communication based on consumer behavior metrics.	Able to perform digital consumer data analysis.	Lecture and measurement simulation (120'), group work (30')	Chaffey (2019); Lemon & Verhoef (2016)	5%
12	Students are able to develop a digital strategy evaluation framework based on consumer behavior.	Able to make consumer-based campaign evaluations.	Actual campaign review (120'), guided discussion (30')	McKinsey (2021); Djafarova (2019)	5%
13	Students are able to integrate various elements of digital consumer behavior in social campaigns.	Able to design digital insight-based interventions.	Campaign simulation and presentation (120'), peer review and assessment (30')	Tuten & Solomon (2017); Schiffman (2019)	5%
14	Students are able to compile research-based reports related to digital consumer behavior.	Able to write structured scientific reports.	Guidance on report writing (120'), presentation and revision (30')	Solomon (2018); Kumar (2016)	5%
15	Final Semester Exam (FINAL EXAM)	Final course evaluation through presentation of digital consumer behavior-based campaign project.	Final presentation and panel discussion	Overall reference	10%

Notes

Approved, Date: Head of the study program	Checked, Date: Course Coordination/Field of Expertise	Created, Date: The lecturer in question
(Dr. Andika Witono, MM)	(Dr. Rubiyanto, MM)	(.....)
Check : Quality Assurance Unit (.....)		

Notes:

1. Study Program Graduate Learning Outcomes (PLO-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The PLO charged to a course is a number of learning outcomes of study program graduates (PLO-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CLO) is a capability that is specifically described from the PLO that is assigned to the course, and is specific to the study material or learning material of the course.

4. Sub-CP Course (Sub-CLO) is a capability that is specifically described from SPSUBJECT that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, 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 that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the assessment percentage for each sub-CLO achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CLO, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment , **BM**= Independent Learning.

No	Forms of Learning Blended Learning (On-Line/E-Learning)	EL
1	<i>E-Learning Videos</i>	EL-1
2	<i>Discussion at Forum</i>	EL-2
3	<i>Video Conference or Webinar (Web Seminar)</i>	EL-3
4	<i>E-simulation using software</i>	EL-4
5	<i>Vlog Presentation</i>	EL-5
6	<i>Writing Paper Online</i>	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. Presence.

This component has a point value of **10%** of the total face-to-face meetings in class.

b. Task.

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points**.

c. MIDTEST (Mid Semester Exam).

The mid-term exam (MIDTEST) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The MIDTEST can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The MIDTEST grade is weighted at **20%**.

d. FINAL EXAM (End of Semester Exam).

The final exam (FINAL EXAM) is conducted in the 16th week of the total number of meetings. The FINAL EXAM assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The FINAL EXAM can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The FINAL EXAM grade is weighted at **30%**.

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity

		in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
E	≤79.99	This is the achievement of students who do not carry out assignments and do not understand the material at all.