

# COURSE SYLLABUS

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**YEAR COURSE OFFERED:** 2018

**SEMESTER COURSE OFFERED:** Fall

**DEPARTMENT:** Marketing

**COURSE NUMBER:** 3343

**NAME OF COURSE:** Consumer Behavior

**NAME OF INSTRUCTOR:** Lynn Place

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**The information contained in this class syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.**

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## **Learning Objectives**

Upon successful completion of this course, students will have the ability to

- Identify the major concepts to logically analyze consumer behavior in a marketing planning context.
- Develop an understanding of various marketing segments' points of view to create a marketing mix to communicate value to consumers using factors that affect consumer decisions. Develop an accurate understanding of consumer decision making processes related to marketing management and public policy to solve marketing problems related to consumer behavior.
- Provide useful techniques and tools (survey software and statistical programs) for analyzing relevant consumer behavior information.
- Clearly communicate your analysis of marketing information to generate conclusions and update or create a marketing mix.

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## Major Assignments/Exams

	Percent of Total
Exam 1	25%
Exam 2	25%
Exam 3	25%
Class Participation Activities	25%
<b>TOTAL</b>	<b>100%</b>

## Required Reading

Consumer Behavior by Wayne D. Hoyer, Deborah J. MacInnis and Rik Pieters (7th Edition – 2016, available in the university bookstore). Additional readings may be required and will be provided.

## Recommended Reading

### List of discussion/lecture topics

Marketing Research Overview  
Motivation - Ability - Opportunity, Exposure - Comprehension  
Memory and Knowledge  
High Effort Attitude  
Low Effort Attitude  
Problem Recognition and Information Search  
Judgement and Decision Making with High Effort  
Judgement and Decision Making with Low Effort  
Post Decision Process  
Social Influence, Consumer Diversity  
Social Class Influence, Psychographics  
Innovation Process, Symbolic behavior  
Ethics & Social Responsibility