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.
Major Assignments/Exams

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<tr>
<th>Major Assignments/Exams</th>
<th>Percent of Total</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>25%</td>
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<td>Exam 2</td>
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<td>Exam 3</td>
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<td>Class Participation Activities</td>
<td>25%</td>
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<tr>
<td><strong>TOTAL</strong></td>
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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