Course Description

Consumer behavior is an important topic of study. As marketers, it helps us to better understand the underlying motivations of consumers. With this information we can better shape our marketing strategies to effectively meet consumers' needs. As consumers, it is important to be aware of the influence marketing has on our purchasing behavior and, more generally, the lifestyle decisions we make. This course is designed to provide a broad overview of these and related issues. In addition, selected topics will be examined in greater detail in an attempt to provide the student with a better understanding of how questions relating to the behavior of consumers are explored.

Course Learning Objectives

1. To understand concepts and theories of consumer behavior and decision making and their application in marketing strategy decisions.

2. To become familiar with some of the various methods by which consumer behavior is studied and develop an understanding of the types of conclusions that might be drawn for the various types of research designs.

Course Text

Prerequisites

ECON 200, 201, MKTG 302; junior standing

Course Requirements

To evaluate student performance, two exams will be given. The tests will be some combination of short answer, multiple choice, fill in the blank and essay questions. In the event a student misses an exam, a make-up exam will be given at the end of the semester to take its place.

In addition, over the course of the semester, the assignments listed below will be due and students will be expected to present their work to the class. No opportunities will be given to make up such presentations. These assignments and presentations comprise the participation portion of the grade as listed below.

Grading

The final grade will be calculated as follows:

Two exams 70 percent
(exams 35% each)
Assignments/Participation 30 percent
(group project (including participation in in-class activities during semester) - 22%)
(marketing news presentation - 3%)
(chapter topic reports - 5%)

School of Business and Economics Learning Goals

The learning goals addressed in this course include communication skills as well as problem solving ability.

Key Dates

1. Exam 1 Wednesday, February 22
2. Exam 2 Wednesday, March 22
3. Final Project Due Wednesday, April 19
4. Make-up Exam Day final exam time scheduled by the College
Accommodations for Students with Disabilities or Special Needs

Students needing accommodation for a disability should see the instructor within the first week of class.

Honor Code

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Topics Covered

1. Consumer Behavior Overview
2. Consumer Research
3. Market Segmentation
4. Consumer Motivation
5. Personality and Consumer Behavior
6. Consumer Perception
7. Consumer Learning
8. Consumer Attitude Formation and Change
9. Communication and Consumer Behavior
10. Reference Groups and Opinion Leaders
11. Social Class, Culture and Cross Cultural Consumer Behavior
12. Consumer Decision Making

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 – 100</td>
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<tr>
<td>A-</td>
<td>89.5 – 92.4</td>
</tr>
<tr>
<td>B+</td>
<td>87.5 – 89.4</td>
</tr>
<tr>
<td>B</td>
<td>82.5 – 87.4</td>
</tr>
<tr>
<td>B-</td>
<td>79.5 – 82.4</td>
</tr>
<tr>
<td>C+</td>
<td>77.5 – 79.4</td>
</tr>
<tr>
<td>C</td>
<td>72.5 – 77.4</td>
</tr>
<tr>
<td>C-</td>
<td>69.5 – 72.4</td>
</tr>
<tr>
<td>D+</td>
<td>67.5 – 69.4</td>
</tr>
<tr>
<td>D</td>
<td>62.5 – 67.4</td>
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<tr>
<td>D-</td>
<td>59.5 – 62.4</td>
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<tr>
<td>F</td>
<td>59.4 or less</td>
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