

Consumer Behavior

COURSE INFORMATION

BUS/MKT | 300-level | 3 credits | 45 contact hours

Professor: Michael Carr

| **Email:** Provided onsite

Prerequisite: Principles of Marketing, Microeconomics, or their equivalents

REQUIRED TEXTBOOKS & COURSE MATERIALS

Consumer Behavior, 10th edition by Roger D. Blackwell, Paul W. Miniard and James F. Engel. Thompson-Southwestern. 2006. ISBN-13: 978- 0324271973.

DESCRIPTION

This class will distinguish between consumer influences—including *culture, life-stage demographics, personality and beliefs*—and organizational influences—including *branding, logos, slogans, service marks, the marketing mix decisions [4P's] and perceptions of quality*—on consumer behavior (CB is the three-step process of obtaining, consuming, and evaluating products and services). Students will also learn about green marketing, and how disposal, resale, and recycling is influencing consumer behavior.

STUDENT LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Explain the nature and determinants of consumer behavior in acquiring, consuming, and discarding products.
- Recognize and differentiate socio-psychological factors such as consumer need, attention, perception, memory, attitude, emotion, cognitive processing, demographic, and culture.
- Conduct and compile basic consumer behavior research.

OUTLINE

Term-specific information provided onsite.

Session	Topic	Read	Homework
1	Class Introduction and Review of Syllabus What is Consumer Behavior? Why study Consumer Behavior?	Ch. 1 p.1 - 31	Choose a Case Study
2	How Consumers are studied and the Evolution of CB The Consumer "Bill-of-Rights"—Celebrating more than 50 years	Ch. 2.1 p.32 - 54	C.S. 1 (Q 1, 3, 4, 6, 8)
3	From Market Analysis to Strategy—STP+D— the Marketing Mix The Consumer's Role in relation to the Seven R's	Ch. 2.2 p.54 - 66	
4	Customer Relationship Management: Loyalty and Retention Strategies Country of Origin Effects and Global Strategies	Ch. 3.1 p.67 - 86	C.S. 3
5	Consumer Decision Process Model—The 7 Steps of Purchasing How organizations (might, should) use the CDP Model	Ch. 3.2 p.86 - 99	C.S. 5

6	Four Purchasing Situations--Consumer Problem Solving Options Diagnosing Consumer Behavior—Review Table 3.1, p. 96-97	Ch.4 p.100 - 47	Case Study
7	The CDP model as three distinct phases—Phase 1: Pre-Purchase Need Recognition, Information Search, Evaluation of Alternatives		Review for Exam
8	Recuperate any material—turn in CS today	Ch. 5.1	
9	Evaluation 1	p.148 - 71	
10	The CDP model as three distinct phases—Phase 2: Purchasing Retailing Success or Failure? Personnel and Store Attributes	Ch. 5.2 p.171 - 87	
11	How the Retail Landscape is changing Consumer Resources--Time is Money	Ch. 6 p.188 - 233	Case Study
12	The CDP model—Phase 3: Post-Purchase Post Consumption Evaluations—What Determines Satisfaction?	Ch. 7.1 p.234 - 263	C.S. 4
13	Analyzing and Predicting CB (Economic Resources) Consumer Demographics—Evolving Demand Geography	Ch. 7.2 p.263 - 287	C.S. 6
14	CB's relation to Personality and how to measure Values Lifestyle Concepts and Measurements	Ch. 8 p.288 - 329	C.S. 7
15	Consumer Motivation--Types of Needs How to Motivate Consumers	Review for Exam	C.S. 8
16	Recuperate any material—turn in CS today	Ch. 9	
17	Evaluation 2	p.330 - 373	
18	Types and Sources of Consumer Knowledge How firms might Profit from improved Consumer Knowledge	Ch. 10 p.374 - 422	
19	Consumer Intentions and Attitudes—Measuring peoples' answers Types of Feelings that Marketers try to Identify	Ch. 11.1 p.423 - 445	
20	How does Culture affect Consumer Behavior? Changing Values and Defining National Culture	Ch. 11.2 p.445 - 479	
21	North American Core Values—Still WASP-yish or changing? Ethnic Micro-Cultures: Customizing vs. Standardizing the product	Review for Exam	C.S. # 9
22	Recuperate any material—turn in CS today	Ch. 12.1	C.S. # 10
23	Evaluation 3	p.480 - 495	
24	Family and Household Influence on Consumer Behavior Family Life Cycle Effects on Consumer Behavior	Ch. 12. 2 p.495 - 519	

25	Changing Family/Household Structure—Who is Paco Underhill? New Roles of Women and Men and Children’s Influence on C.B.	Ch. 13 <i>p.520 - 564</i>	
26	Group and Personal Influences on Individuals Opinion Leaders and WOM MKT—Product Diffusion Theory	<i>Review for Exam</i>	
27	<i>Final</i>	Good luck	

GRADES

Course Requirements:

Evaluation 1

TBA

Evaluation 2

TBA

Evaluation 3

TBA

Evaluation 4

TBA

Case Study 1 and 2

TBA

Assessment:

Evaluation 1:	25%
Evaluation 2:	25%
Evaluation 3:	20%
Evaluation 4:	20%
Case Study 1 and 2:	10%

Grade Scale:

A	100-93	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-63
B-	82-80	D-	62-60
C+	79-77	F	59-00

DISABILITY POLICY

Every effort will be made to accommodate students with disabilities or special learning needs. If you have a documented disability for which you have already requested accommodations through the USAC Central office, your instructor will have been notified so that arrangements can be made early in the term.

ACADEMIC HONESTY POLICY

Plagiarism, cheating, submitting work of another person or work previously used and other forms of academic dishonesty will lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

STATEMENT ON AUDIO AND VIDEO RECORDING

Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by USAC policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may have been given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.