

Consumer Behavior and Decision

Course Title	Consumer Behavior and Decision		
Course Code	MKT602	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	MKT500	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	1. Gain an understanding of fundamental Consumer Behavior concepts in both theory and empirical research; how to <i>practically apply</i> this knowledge to real-world strategic marketing management decision making; 2. Use knowledge of Consumer Behavior in the marketplace to become a better consumer via heightened self-consciousness of the marketplace forces at work on you (both internal/psychological and external/social environment); 3. Understand special topics of Consumer Behavior and how they relate to your own awareness of the consumer; 4. Become more aware of social and psychological influences on your everyday life and; 5. Become more familiar with the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace; and Integrate it with the concepts of ethical behavior.
2. Asian Expertise	30	
3. Creative Management Mind	10	
4. Cross Cultural Communication	10	
5. Social Responsibility	10	

Course Description

This course explores consumer behavior from determining consumer needs and wants, the process by which they are satisfied, and the environment in which the behavior occurs. The objectives of the course are to introduce the student to concepts developed in psychology, economics, and sociology and their relationship to consumer behavior, to involve the student directly in the study and analysis of consumer behavior, and to develop in students the ability to translate what can be learned into marketing action implications.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations

Assessment	%	Text and Materials
Attendance	10	Title: <i>Consumer behavior building marketing strategy</i> Edition: 11th Author(s): Hawkins, Mothersbaugh, (2011), Publisher: McGraw Hill ISBN-13:
Individual Assignments	10	
Online Exercise	30	
Midterm Exam	20	
Final Exam	30	

Course content by Week

1	Syllabus, Consumer behavior and marketing strategy
2	Cross cultural valuations in consumer behavior.
3	Group influence on consumer behavior.
4	Perception
5	Learning, memory and product positioning
6	Motivation, personality and emotions
7	Mid-term exam
8	Motivation, personality and emotions (cont)
9	Attitudes and influencing attitudes.
10	Situation Influences
11	Consumer Decision Process
12	Problem Recognition
13	Information Search
14	Alternate Eval. & Post-purchase Process
15	Final