

**Consumer Behavior**

<b>Course Title</b>	Consumer Behavior		
<b>Course Code</b>	MKT401C	<b>Course Type</b>	Marketing Specialization
<b>Credit</b>	3	<b>Contact Hours</b>	45
<b>Prerequisites</b>	None	<b>Co-Requisites</b>	None
<b>Duration</b>	15 weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	1. Describe important principles and concepts of consumer behavior in their own words.
2. Asian Expertise	25	2. List the influences on consumer behavior.
3. Creative Management Mind	25	3. Evaluate marketing strategies intended to influence consumer behaviors.
4. Cross Cultural Communication	10	4. Identify problems in the current marketing practices.
5. Social Responsibility	15	5. Suggest ways to improve/solve such problems.

**Course Description**

This course is about what makes the consumer behave like he does and how to affect that behavior to your advantage when marketing. Consumers are the driving force of any successful marketing plan. As such, marketers have to conduct as much research into consumers and their behaviors as they can and apply the results of such research in designing, pricing, distributing, and communicating products. Consumer behaviors can be understood from two major aspects in their decision-making processes: (1) internal factors, such as perception, learning, motivation, personality, attitude, etc. and (2) external factors, such as social groups, society, culture, situational environment, etc. This course will introduce students to the basic principles of consumer behavior. It will be taught as a mixture of lectures and case studies. Important consumer behavior concepts will be introduced via classroom lectures, while opportunities to apply the gained knowledge and skills will be offered at in-class activities.

**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
Participation	10	Title: Consumer Behavior
Term Project	20	Edition: 10th edition
Case Analysis	10	Author(s): Leon G. Schiffman
Midterm Examination	20	Publisher: Pearson
Final Examination	40	ISBN-10: 0-13-700670-5, ISBN-13: 978-0-13-700670-0

**Course content by Week**

1	Introduction of class, Chapter 1: What is Consumer Behavior?
2-3	Chapter 2: Consumer Research, Chapter 3: Market Segmentation and Targeting
4-5	Chapter 4: Motivation and Values, Chapter 5: Personality
6	Chapter 6: Consumer Perception
7	Chapter 7, Consumer Learning, Mid Term Review
8	Midterm Examination
9	Chapter 8, Attitude Formation & Change
10	Chapter 10, The Family
11	Chapter 11&12, Culture and Sub Culture
12	Chapter 15, Consumer Decisions
13- 14	Review and Final Examination
15	Team Project Presentations