

INTRODUCTION TO CONSUMER BEHAVIOR

Course No	:	BUS 274
Course Title	:	INTRODUCTION TO CONSUMER BEHAVIOR
Prerequisites	:	BUS 154
Course Type	:	Major – Elective
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail ;
Office Hours	:	
Class Time	:	
Lecture Class	:	

Course Objectives:

The course equips students with the basic knowledge about the issues and dimensions of consumer behavior and develops their ability to apply behavioral theories and research techniques to tackle marketing problems. It aims to instill appreciation for basic similarities in human behavior involved in consumption and purchase which provide a model of the “global consumer”. The most basic objectives of the course are to provide students with a broad introduction to consumer concepts. Specific focus is to assess the many variables that influence consumer consumption in the marketplace and influence in product design and purchase power.

Course Description:

In this course, students learn about how consumers make routine and complex buying decisions; what cognitive and experiential processes are involved in these decisions; how behavior is affected by the individual consumer's personal characteristics and by culture and reference groups; and the implications of consumer behavior for marketing strategy. This course will provide the student with a broad analysis of the social, cultural, economic, and psychological factors that influence the decision-making process of consumers. Methods of measuring and analyzing consumers and consumer markets are introduced.

Course Outline:

1. Consumer perspectives and viewpoints
2. Consumer involvement and attitudes
3. Personality, values and lifestyle
4. Psychological processes and conditioning
5. Consumer decision processes and behavior
6. Consumerism and ethical responsibility

Learning Outcomes:

After completing the course the student should be able to:

1. develop an understanding of the process of consumer choice and its implications to marketing strategies.
2. Identify effectively the consumer behavioral characteristics which are influenced by relevant environmental, social and individual factors.
3. To identify the key forces that stimulate consumer purchasing decisions
4. Apply some consumer behavior theory to solve cases

Skills to be developed:

This course helps students in developing the following skills:

1. **Communication** (Oral & written) **Through Assignments, Case Study discussions and Examinations**
2. **Analytical** **Through Case studies and examinations**
3. **Team Work** **Through Case studies**
4. **Creative Thinking** **Through Case studies, assignments, classroom discussions**
5. **Adaptability to Change** **Through Case studies, and examinations**
6. **Ethics** **Through lectures and assignments**
7. **Use of Information Technology** **Through use of PCs, Internet, CD-ROM, Statistical data base in the library**
8. **International issues** **Through Case studies, assignments, classroom discussions, and examinations**

Evaluating Student Performance:

Class participation and attendance	10%
Individual assignments /or/ Tests (two)	40%
Mid-term examination	20%
Project Presentation (Final)	30%

Assignment	L01	L02	L03	L04
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Class Participation			X	
Class Assignments/tests	X		X	X
Mid-term exam	X	X	X	
Project	X	X	X	

Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>		<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0		70 - 74	C	2.0
85 - 89	B+	3.5		65 - 69	D+	1.5
80 - 84	B	3.0		60 - 64	D	1.0
75 - 79	C+	2,5		< 60	F	0.0

Educational Resources:

<i>Educational Resource</i>	Description	Comments
Textbooks Required	Schiffman, L.G. and Kanuk, L.L., <i>Consumer Behaviour</i> , Prentice-Hall, New Jersey, 2000 Engel, J.F., Blackwell, R.D. and Miniard, P.W., <i>Consumer Behaviour</i> , Harcourt, London, 2001.	
References	Hanna, N. and Wozniak, R., <i>Consumer Behavior: An Applied Approach</i> , Prentice-Hall, New Jersey, 2000. Mowen, J. C., & Minor, M. S. 2001. <i>Consumer behavior: A framework</i> . Upper Saddle River, NJ: Prentice-Hall.	
Websites	Al Khawarizmi International College, Lecture Notes 'Introduction to Consumer Behavior' 1 st ed., 2004. http://cw.prenhall.com/bagozzi/medialib/researcharea.html	
Journals	<i>Journal of Consumer Research</i> <i>Journal of Consumer Psychology</i> <i>Journal of Consumer Reports</i>	
Computers	Internet searches for obtaining info on <i>Consumer Behaviour</i>	
CD - ROM :	(CD-ROM) data base in the library + Action learning through CD	
Other Resources:	Library resources, Internet search of periodicals	

Course Schedule & Outline:

Sixteen Week Semester, 3 hrs/Wk

Date	Week	Outline Syllabus	Learning Outcomes	Homework Assignments, Due dates
February 12/2-16/2	1		LO1	
February 19/2-23/2	2		LO2	
May 28/5- 31/5		General Review		