

Department of Business:

Course Outline for MKT 1212

Consumer Behavior - 3 Credits/3 Hours a week

Pre-requisites & Co-requisites: MKT 1100 & MKT 1102. Pre- or Co-requisite of ENG 1101.

Recommended Textbook(s) & Supplemental Material(s): Consumer Behavior: An Applied Approach, by Hanna, Wozniak & Hanna. Publisher: Kendall Hunt

Course Description/Overview: This course provides the basic fundamentals of shopping, buying and consumer behavior with particular emphasis on the various stages in the Consumer Decision Buying Process. It includes the incorporation of aspects of several disciplines, such as psychology, economics, sociology, anthropology, demography, etc. regarding why, how, what, when and where consumers buy. The course also includes the identification of market groups such a Baby Boomers, Generation Xers, Generation Yers, etc. through quantitative and qualitative segmentation analysis. There is a thorough review of such factors as motivation, emotions, beliefs, feelings, personality, values and attitudes in relationship to the buying process. And the course examines cultural, subcultural, household, family, social class and reference group influences relative to buying habits and consumer preferences.

Learning Objectives - Course Specific & General Education:

- To provide students with an understanding of the need to develop products, services, and strategies based on what consumers want, need and desire.
- To provide students with the knowledge that understanding Consumer Behavior is essential to the long-term success of any Marketing Program.
- To provide the students with an examination of the individual and group characteristics that influence consumers' decisions and behavior, such a demographics, psychographics, personality, values, culture, reference groups, social class and family.
- To provide the students with a basic understanding of consumer buying patterns, purchasing habits, consumer trends, societal changes and new developments in the marketplace.
- To provide the students with a thorough understanding of why, how, when, and where consumers buy, what they purchase, and the processes used to consume and dispose of these goods and services in the marketplace.
- To assist the students in the identification and analysis of selected cultures, subcultures, ethnic groups and market segments that exists in the United States as well as in other countries around the globe.

Student Learning Outcomes – Course Specific & General Education:

At the conclusion of the course, the student should have acquired the following skills and knowledge:

- Students will know the seven stages in the Consumer Decision Process Model that buyers undertake when evaluating, buying, purchasing and disposing of products and services.
- Students will be able to understand and use the consumer behavior vocabulary relative to making marketing decisions and creating plans and strategies regarding consumer wants, needs and desires.
- Students will have a cultural sensitivity toward the many ethnic groups, market groups and subcultures in relationship to their buying patterns and spending habits in the global marketplace.
- Students will know how to identify and segment market groups through both qualitative and quantitative segmentation analysis.
- Students will be able to conduct research on various global population groups or nations and write country market project reports on their infrastructure, economy, government, history, religion, ethnic groups, languages, shopping habits, buying preferences and consumer behavior.
- Students will improve their written and oral communication skills by giving in-class presentations on various global populations in relationship to consumer behavior.

CUNY’s Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

Grading Policy:

Midterm Examination	30%
Final Examination	30%
Term Project	30%
Homework & Class Participation	<u>10%</u>
	100%



Grading System:

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

Assessment Methods: Midterm, term project, homework & final exam.

Course Technology: Blackboard.

Class Schedule:

TOPIC	CHAPTER	WEEK
I. An Overview of the Foundations of Shopper, Buyer, and Consumer Behavior.	1	1
II. Problem Recognition and Information Search	2	2
III. Alternate Evaluation and Choice	3	3
IV. Consumption and Post-Purchase Behavior	4	4
V. Personal Values, Lifestyles, Psychographics, and Relationships	6	5
MIDTERM EXAMINATION		
VI. Motivation, Emotion, Mood, and Involvement	8	6-7
VII. Beliefs, Affect, Attitude, and Intention	9	8
VIII. Cultural Influences: Perspectives	11	9-10
IX. Subcultural Influences	13	11
X. Social Class and Reference Group Influences	14	12
XI. Household and Family Influences	15	13
XII. Consumer Behavior and Society	17	14
XIII. Review for Final Examination	18	15
FINAL EXAMINATION		