I. GENERAL INFORMATION

Course Title : Consumer Behavior
Course Code : BADM 6380
Credits : Three
Term :
Professor :
Office hours :
Telephone :
E-mail :

II. COURSE DESCRIPTION

Evaluation of the personal and social factors that influence decision making in obtaining, consuming, and purchasing of products and services. Study of economic concepts and social sciences that help understand and forecast behavior of the different types of consumers in the market.

III. OBJECTIVES

Evaluate the importance of consumer knowledge in the establishment of marketing strategy.

1.1 Identify the bases for segmenting markets.
1.2 Describe the components of the marketing mix
1.3 Appraise the strategies designed to stimulate loyalty and retain customers

2. Outline the steps consumers follow when purchasing goods and services.

2.1 Enumerate the stages of the traditional consumer decision making model
2.2 Recognize the variables that affect the consumer decision making process
2.3 Describe how consumer needs arise
2.4 Explain consumer's information search behavior
2.5 Explain how consumers decide among alternatives
2.6 Distinguish among consumer's heuristic rules for decision making

Describe the personal factors that influence consumer behavior.

3.1 Describe the changes in the age structure of consumers in the U.S.A.
3.2 Appraise the economic resources of consumers
3.3 Recognize how individual differences affect consumer behavior
3.4 List consumer needs
3.5 Describe alternative available to motivate consumers

Environmental influences on consumer behavior.

4.1 Describe the influence of culture and micro cultures on consumer behavior
4.2 Describe organizational and household decision making
4.3 Recognize how age modifies consumer behavior

Outline the way to influence consumer behavior.

5.1 Appraise strategies available to gain consumer’s attention
5.2 Recognize how attitudes are established and modified
5.3 Define the elements of learning and memory

IV. CONTENT

What is consumer behavior?
Individual decision making and household decision making
Consumers as individuals
Consumers and cultures, micro cultures, and social stratification
Consumer’s influence on marketing strategy
Consumers as individuals
Consumers and cultures, micro cultures, and social stratification
Consumer’s influence on marketing strategy

V. ACTIVITIES

1. Conferences
2. Power Point Presentations
4. Quizzes  
5. Discussion forums

VI. EVALUATION

1. Tests 200
2. Case study 100
3. Homeworks 100
4. Special project 100
Total points 500

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro’s Student Center.

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student’s Rules and Regulations handbook.

Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student’ Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic
excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. RESOURCES

Textbook


(We recommend using the latest edition of this textbook)

IX. BIBLIOGRAPHY CURRENT AND CLASSICAL


