I- **General Information**

<table>
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<tr>
<th>Course Title</th>
<th>Consumer Behavior</th>
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<tr>
<td>Course Code</td>
<td>BADM 6380</td>
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<td>Credits</td>
<td>Three</td>
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<td>Term</td>
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**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.

**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

**Course 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

Learning Activities

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

Grading

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

Learning Resources

Textbook

Bibliography

Reviewed April 2010.