I- General Information

Course Title                        Consumer Behavior
Course Code                        BADM 6380
Credits                                  Three

Objective

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
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.