

Interamerican University of Puerto Rico

Metropolitan Campus

Economics and Management Faculty

Management School

## Syllabus

### I- General Information

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

### 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

Solomon, M.R. (2009). *Consumer Behavior: Buying, having, and being*, 9<sup>th</sup> Ed., Prentice Hall, Upper Saddle River: New Jersey

#### Bibliography

Corder, L. (2006). *Snapshot survey affordable marketing research for every organization*, Dearborn Trade Publications, Chicago.

Engendorf, L. K. (2005). *An aging population: opposing viewpoints*, Greenhaven Press, San Diego: California.

Ford, K. (2005). *Brands laid bare: using market research for evidence-based management*, John Wiley & Sons: New Jersey.

Kaden, R. J. (2006). *Guerrilla marketing research: marketing research techniques that can help business make more money*. Kogan Page: London

Soto, F. (2006). *Marketing to Hispanics: a strategic approach to assessing and planning your initiative*, Dearborn Trade Publication, Chicago.

Wright, J. (2006). *Blog marketing: the revolutionary new way to increase sales, Build your brand and get exceptional results*, McGraw Hill, New York.

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