**Course Name: MRKT 150**

**Title:**  Consumer Behavior

**Days/Time:** Monday 2:10 – 5:00

**Location:** Cloud 257

**CRN:**  34249 001

**Instructor:** Marilyn Goodman

**Email:** mgoodman@ccsf.edu

**Phone:**  415.452.5916

**Website:**  ccsfmarketing.com

**Office hours:** By appointment

## Course Description:

This course is an introduction to the world of consumer behavior. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace. In this course, the student will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior, how consumption changes during one’s life cycle, and how powerful cultural and subcultural influences are on consumers.

### Student Learning Outcomes:

After completing this course, you should be able to:

Course level outcomes are numbered as follows:

|  |
| --- |
| 1. Define consumer behavior and describe its influence on marketing practices
 |
| 1. Discuss why and how consumer research is conducted
 |
| 1. Describe the factors influencing whether or not consumers detect and attend to sensory marketing stimuli
 |
| 1. Summarize the major theories of learning and describe their marketing applications
 |
| 1. Describe the factors influencing consumers' recall of product information
 |
| 1. Explain the influence of the needs and cultural values of consumers
 |
| 1. Describe the relationship between a consumer's self-concept and consumer behavior
 |
| 1. Explain the relevance of the major theories of personality to consumer behavior
 |
| 1. Discuss the techniques marketers use to change consumers' attitudes
 |
| 1. Describe the stages of consumer decision making
 |
| 1. Discuss the influence of groups and word-of-mouth (WOM) communication
 |
| 1. Describe the effects of changing family structures on family decision making
 |
| 1. Describe the influence of social class and economics class on consumer behavior
 |
| 1. Explain how membership in ethnic, religious, and racial subcultures influences consumer behavior
 |
| 1. Explain how marketers can best appeal to members of different age subcultures
 |
| 1. Describe the relationship between modern-day rituals and consumption
 |
| 1. Explain why and how marketers must adapt marketing strategies to the global marketplace
 |

### Course Text

### Consumer Behavior (10th Edition) 10th Edition

### by Michael R. Solomon (Author)

###

### ISBN-13: 978-0132671842

### ISBN-10: 0132671840

### Course Components

* Perceptions and Product Knowledge: Consumers in the Marketplace
* Power of Personality and Motivation in Buyer Behavior
* Attitudes as Predictors of Behavior
* Consumers as Decision Makers
* Group and Family Decision Making
* The Influence of Culture on Consumer Behavior
* Project and Presentation: Consumption in a Cultural Context

**Course Requirements**

* **4 Exams (50 points each)**
* **3 Research papers (50 points each)**
* **All assignments are posted on the website: ccsfmarketing.com (consumer behavior tab)**

### Course Evaluation

* You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. Though much of the learning is actually achieved in-class, you are expected to complete certain assignments before class and to turn in outside assignments on time.

Exams (4) 200 points

Research paper (3) 150 points

Class Attendance/participate 50 points

Total 400 points

400 – 360 A

359 – 320 B

319 – 280 C

279 – 240 D

239 below F

The grading scale for course grades will be 90% and above: A, 80% to 90%: B, 70% to 80%: C, 60% to 70%: D, and less than 60%: F.

**Attendance and Course Completion**

**Four** absences or lack of satisfactory completion of assignments may result in your being dropped from the class or receiving an unsatisfactory grade.

All the components of the class must be completed within the semester and the final exam taken at the scheduled time. No incompletes will be given. If you determine that you are unable to attend class and complete the in-class work as well as the assignments, then it is your responsibility to drop the class.

There will be no make-up exams given. There will no late research assignments accepted. (please don’t ask)

Please let me know if you need accommodations of any kind. We can work together.