**Consumer Behavior**

**MRKT 150**

**Website: ccsfmarketing.com**

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| CRN | Course | SEQ | Day | Times | Location | Units |
| 75405 | MRKT 150 | 001 | M | 2:10 - 5 pm | MUB 268 | 3.0 |

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| Week of: | Chapter | Topic |
| August 19 | 1 | Introduction  Buying, Having & Being |
| August 26 | 2 | Perception |
| **September 2** |  | LABOR DAY - HOLIDAY |
| September 9 | 3 | Learning & Memory  *Research Paper Assignment #1: Candy Bar* |
| September 16 | 4 | Motivation and Values  Exam 1: Chapter 1, 2, 3 |
| September 23 | 5 | The Self |
| **September 30** |  | CLASS CANCELLED |
| October 7 | 6 | Personality & Psychographics  *Research Paper Assignment #2: The Self* |
| October 14 | 8 | Decision Making |
| October 21 | 9 | Buying & Disposing  Exam 2: Chapter 4, 5, 6, 8 |
| October 28 | 10 | Organizational and Household Decision Making |
| November 4 | 11 | Groups and Social Media |
| **November 11** |  | VETERANS’ DAY - HOLIDAY |
| November 18 | 12 | Social Class & Lifestyles  Exam 3: Chapter 9, 10, 11 |
| November 25 | 13 | Subcultures |
| December 2 | 14 | Age Subcultures  Take home exam passed out in class |
| December 9 |  | Exam 12, 13, 14 Corrections  *Research paper Assignment #3: Consumption & Culture*  *Presentations* |

All research paper assignments are available on **CCSFMarketing.com** (Consumer Behavior tab).