**Consumer Behavior**

**MRKT 150**

**Website: ccsfmarketing.com**

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| CRN | Course | SEQ | Day | Times | Location | Units |
| 30800 | MRKT 150 | 001 | TR | 11:10 – 12:25 pm | Cloud 257 | 3.0 |

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| Week of: | Chapter | Topic |
| January 14, 16 | 1 | Introduction Buying, Having & Being |
| January 21, 23 | 1 | Buying, Having & Being |
| January 28, 30 | 2 | Perception |
| February 4, 6 | 2 3 | PerceptionLearning & Memory |
| February 11, 13 | 3 | Learning & Memory*Research Paper Assignment #1: Candy Bar* |
| February 18, 20 | 4 | Motivation and ValuesExam 1: Chapter 1, 2, 3  |
| February 25, 27 | 5 | The Self |
| March 3 – Flex DayMarch 5 | 6 | Personality & Psychographics*Research Paper Assignment #2: The Self*  |
| March 10, 12 | 8 | Decision Making |
| March 17, 19 | 9 | Buying & DisposingExam 2: Chapter 4, 5, 6, 8  |
| March 24, 26 | 10 | Organizational and Household Decision Making |
| **March 31, April 2** |  | Spring Break |
| April 7, 9 | 11 | Groups and Social Media |
| April 14, 16 | 12 | Social Class & LifestylesExam 3: Chapter 9, 10, 11  |
| April 21, 23 | 13 | Subcultures |
| April 28, 30 | 14 | Age SubculturesTake home exam passed out in class |
| May 5, 7 |  | Exam 12, 13, 14 Corrections*Research paper Assignment #3: Consumption & Culture**Presentations* |

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