

Prepared by the Department of Business
Date of Departmental Approval: March 2, 2015
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Effective: Fall 2015

1. **Course Number:** MKT106
Course Title: Consumer Behavior
2. **Description:** Students learn about the various processes and facets of consumer motivation and behavior, including the internal and external influences on buyer behavior.
3. **Student Learning Outcome:** Upon successful completion of this course, students are able to do the following.
 - Apply consumer behavior principals and concepts effectively in marketing situations
 - Describe how individual behaviors and attitudes affect consumer behavior
 - Interpret how consumers make consumption decisions
 - Describe the many influences on the consumer purchasing process exerted by other stakeholders
 - Illustrate some of the social influences that help to determine who we are, with an emphasis on subcultures
 - Apply effective communication practices
 - Explain how consumers fit in as members of a broad cultural system
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** MKT100 (Marketing)
7. **Semesters Offered:** Fall, Spring
8. **Suggested General Guidelines for Evaluation:** The course grade is based on an evaluation of homework assignments, quizzes, exams, and a term project.
9. **General Topical Outline:**
 - Consumer rules
 - Perceptions
 - Learning and memory
 - Motivation and values
 - The Self
 - Personality and lifestyles
 - Attitudes
 - Individual decision making
 - Buying and disposing
 - Group influence and opinion leadership
 - Organization and household decision making
 - Income and social class
 - Ethnic, racial and religious subcultures
 - Age subcultures