

<b>DEREE COLLEGE SYLLABUS FOR: MK 3159 CONSUMER BEHAVIOR</b>					
(Updated Fall 2021)	<b>UK LEVEL 5</b> <b>UK CREDITS: 15</b> <b>US credits 3/0/3</b>				
<b>PREREQUISITES:</b>	MK 2030 Introduction to Marketing <b>or</b> MK 2030 Fundamentals of Marketing <b>or</b> CN 2201 Communication Theories				
<b>CATALOG DESCRIPTION:</b>	Processes used by consumers to select, purchase, and use products and services, factors affecting consumer behavior, and the implications for developing marketing strategies.				
<b>RATIONALE:</b>	Successful marketing strategies are based on an intimate understanding of a consumer's behavior. This course provides an excellent opportunity for the student to consolidate behavior theory and see its relevance to real-life marketing decision-making. The course does not duplicate the material in any other course; it analyses extensively some concepts introduced in Principles of Marketing and serves as a foundation course for subsequent marketing courses dealing with strategic decision-making.				
<b>LEARNING OUTCOMES:</b>	On successful completion of the module, the student should be able to: <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of consumer behavior concepts.</li> <li>2. Apply critical thinking to assess consumer issues and potential outcomes.</li> <li>3. Demonstrate an understanding of the implications of consumer behavior concepts on developing marketing strategy.</li> </ol>				
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>➤ Learning activities include lectures, class discussions, and exposure to real-world examples drawn from cases, databases, articles etc.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.</li> </ul>				
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1" style="width: 100%;"> <tbody> <tr> <td>Term Paper: Individual written assignment (1,300-1,700 words)</td> <td style="text-align: center;"><b>40%</b></td> </tr> <tr> <td>Final Examination (2-hour, comprehensive). Essay-type questions</td> <td style="text-align: center;"><b>60%</b></td> </tr> </tbody> </table> <p><b>Formative:</b></p>	Term Paper: Individual written assignment (1,300-1,700 words)	<b>40%</b>	Final Examination (2-hour, comprehensive). Essay-type questions	<b>60%</b>
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	<table border="1" data-bbox="626 193 1370 323"> <tr> <td data-bbox="626 193 1192 260">In-class, 1-hour, "diagnostic" test - Essay-type questions,</td> <td data-bbox="1192 193 1370 260">0%</td> </tr> <tr> <td data-bbox="626 260 1192 323">Coursework: Class discussions, assignments</td> <td data-bbox="1192 260 1370 323">0%</td> </tr> </table> <p data-bbox="626 359 1435 575">           ➤ The formative course work aims to prepare students for the summative assessments.            The summative course work tests Learning Outcomes: 1, 2, 3 with emphasis placed on 3            The Final Examination tests Learning Outcomes: 1, 2             Students are required to resit failed assessments in this module.         </p>	In-class, 1-hour, "diagnostic" test - Essay-type questions,	0%	Coursework: Class discussions, assignments	0%
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<p data-bbox="188 604 488 636"><b>INDICATIVE READING:</b></p>	<p data-bbox="626 604 915 636"><b>REQUIRED READING:</b></p> <p data-bbox="626 636 1435 730">Hawkins, D.I. and Mothersbaugh, D.L. <i>Consumer Behavior: Building Marketing Strategy</i>, Latest Ed. New York, NY: McGraw-Hill.</p> <p data-bbox="626 762 992 793"><b>RECOMMENDED READING:</b></p> <p data-bbox="626 825 732 856"><b>BOOKS</b></p> <p data-bbox="626 856 1435 919">Schiffman, L. and Wisenblit, J.L. (2019), <i>Consumer Behavior</i>, 12<sup>th</sup> edition. Upper Saddle River, NJ: Pearson.</p> <p data-bbox="626 951 1435 1014">Sethna, J. and Blythe, J. (2019), <i>Consumer Behaviour</i>, 4<sup>th</sup> edition. Sage Publications.</p> <p data-bbox="626 1045 1435 1108">Solomon, M.R. (2020), <i>Consumer Behaviour: Buying, Having, and Being</i>, 13<sup>th</sup> edition. Upper Saddle River, NJ: Pearson.</p> <p data-bbox="626 1140 764 1171"><b>ARTICLES</b></p> <p data-bbox="626 1171 1435 1266">Ajzen, I. (1991). "The Theory of Planned Behaviour", <i>Organizational Behaviour and Human Decision Processes</i>, Vol. 50, pp. 179-211.</p> <p data-bbox="626 1297 1435 1392">Amos, C., Holmes, G. r., and Keneson, W. C. (2013). "A meta-analysis of consumer impulse buying", <i>Journal of Retailing and Consumer Services</i>, Vol. 21, pp. 86-97.</p> <p data-bbox="626 1423 1435 1518">Ben-Ami, M., Hornik, J., Eden, D. and Kaplan, O. (2014), "Boosting consumers' self-efficacy by repositioning the self", <i>European Journal of Marketing</i>, Vol. 48, No. 11/12, pp. 1914-1938.</p> <p data-bbox="626 1549 1435 1675">Cesareo, L. and Pastore, A. (2014), "Consumers' attitude and behavior towards online music piracy and subscription-based services", <i>Journal of Consumer Marketing</i>, Vol. 31, No. 6/7, pp. 515-525.</p> <p data-bbox="626 1707 1435 1801">Hydock, C., Chen, Z. and Carlson, K. (2020), "Why Unhappy Customers Are Unlikely to Share Their Opinions with Brands", <i>Journal of Marketing</i>, Vol. 84, No. 6, pp. 95-112.</p> <p data-bbox="626 1833 1435 1896">Holbrook, B., M. and Hirschman, C. E. (1982). "The experiential aspects of consumption: Consumer Fantasies, Feelings, and Fun",</p>				

	<p><i>Journal of Consumer Research</i>, Vol. 9, No. 2 pp. 132-140.</p> <p>Jia, H., Zhou, S. and Allaway, A.W. (2018), "Understanding the evolution of consumer psychology research: A bibliometric and network analysis", <i>Journal of Consumer Behaviour</i>", Vol. 17, No. 5, pp. 491-502.</p> <p>Kumar, V. (2014), "Understanding cultural differences in innovation: A conceptual framework and future research directions", <i>Journal of International Marketing</i>, Vol. 22, No. 3, pp. 1-29.</p> <p>McGraw, A.P., Warren, C. and Kan, C. (2015), "Humorous Complaining", <i>Journal of Consumer Research</i>, Vol. 41, No. 5, pp. 1153-1171.</p> <p>Patsiotis, A.G., Atik, M. and Perrea, T. (2020), "The influence of m-marketing tools on consumer buying process: evidence from the dining sector", <i>International Journal of Retail and Distribution Management</i>, Vol. 48, No. 10, pp. 1037-1056.</p>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>RECOMMENDED MATERIAL:</b> Text Videos Journal of Consumer Behavior, Journal of Consumer Marketing, Journal of Consumer Research</p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>Written case analyses submitted in Word and Excel using appropriate terminology.</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Word, Excel</p>
<p><b>WWW RESOURCES:</b></p>	<p><a href="http://www.claritas.com">www.claritas.com</a> (Psychographics)  <a href="http://www.nielsenmedia.com">www.nielsenmedia.com</a> (Media research)  <a href="http://www.worldopinion.com">www.worldopinion.com</a> (Attitude surveys)  <a href="http://www.census.gov">www.census.gov</a> (Demographics)  <a href="http://www.easidemographics.com">www.easidemographics.com</a>  <a href="http://www.marketingpower.com">www.marketingpower.com</a>  <a href="http://www.vibe.com">www.vibe.com</a> (Generation X trends)  <a href="http://www.worldbank.org">www.worldbank.org</a> (Market data)  <a href="http://www.cia.gov">www.cia.gov</a> (World Fact book)  <a href="http://www.greenamericatoday.org">www.greenamericatoday.org</a> (Green marketing)</p>
<p><b>INDICATIVE CONTENT:</b></p>	<ol style="list-style-type: none"> <li>1. Consumer Behavior and Marketing Strategy</li> <li>2. External Influences: Culture and Cross-Culture, Demographics, Families, Group Influence</li> <li>3. Internal Influences: Perception, Learning and Memory, Motivation, Personality, Emotions, Attitude</li> <li>4. The Consumer Decision Making Process</li> </ol>