

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Consumer Behavior
<b>COURSE NUMBER</b>	BUSN 0263
<b>DIVISION</b>	Math, Science, Business & Technology
<b>DEPARTMENT</b>	Business
<b>CIP CODE</b>	52.0201, 52.9999
<b>CREDIT HOURS</b>	3
<b>CONTACT HOURS/WEEK</b>	Class: 3
<b>PREREQUISITES</b>	None
<b>COURSE PLACEMENT</b>	Students must meet the correct placement measure for this course. Information may be found at: <a href="https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html">https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html</a>

## COURSE DESCRIPTION

Consumer Behavior provides students an understanding of how consumer behavior influences buying behavior and marketing decision-making. Topics include needs, motivations, perceptions, and attitudes of consumers, as well as consumer decision-making, consumer trend analysis, marketing strategy, and consumer buying behaviors.

## PROGRAM LEARNING OUTCOMES

### AAS Marketing

2. Analyze, organize, and execute basic business and marketing strategies.
4. Apply marketing principles to business and marketing issues.

## TEXTBOOKS

<http://kckccbookstore.com/>

## METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

## COURSE OUTLINE

- I. Consumers in the marketplace
  - a. Consumer's impact on marketing strategy

- b. Marketing's impact on consumers
  - c. Marketing ethics and public policy
- II. Individual determinants of consumer behavior
  - a. Perception
  - b. Learning and memory
  - c. Motivation
  - d. The consumer's self
  - e. Personality and psychographics
- III. Consumers as decision makers
  - a. Attitudes and persuasion
  - b. Decision making process
  - c. Buying and disposing
  - d. Organizational and household decision making
- IV. External influences on consumer behavior
  - a. Groups and social media
  - b. Social class and lifestyles
  - c. Cultures and subcultures

### **COURSE LEARNING OUTCOMES**

Upon successful completion of this course, the student will:

- A. Be able to assess and clearly communicate the strategic impact of consumers on marketing strategy.
- B. Be able to explain and evaluate the various external and environmental factors, as well as internal psychological influences, which affect buyer behavior.
- C. Be able to describe the elements of the consumer purchase decision making process.
- D. Be able to practically apply and recommend effective ways marketers can influence consumer behavior.

### **ASSESSMENT OF COURSE LEARNING OUTCOMES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

### **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.