



WALSH UNIVERSITY

School *for* Professional Studies

BUS 309 CONSUMER BEHAVIOR

***ASSIGNMENT DUE ON THE FIRST NIGHT
OF CLASS: SEE PAGE 4***

Prerequisites: BUS 106, 107, 108

Rev 03/06

WALSH UNIVERSITY
SCHOOL for PROFESSIONAL STUDIES
CONSUMER BEHAVIOR
BUS 309

COURSE DESCRIPTION

Comprehensive study of the buyer decision-making process offering insight into the buyer-seller relationship (consumer, industrial and organizational). Behavioral sciences are used as a background for the social, psychological and human evaluation of current marketing activities. Topics include: attitude formation and change; motivation; personality; social/cultural forces; and strategies of market segmentation and positioning.

COURSE PURPOSE

This course should develop the student's understanding of how consumer behavior relates to the marketing environment and how it works within our society. This course will focus on theoretical and practical aspects of consumer behavior while examining a broad range of topics and current issues. Students will gain a basic understanding of consumer behavior and related marketing principles.

COURSE OBJECTIVES

In class and in writing assignments, students will:

1. Expand understanding of the key principles and practices of marketing and consumer behavior
2. Use case studies to develop a better understanding of consumer behavior and trends
3. Develop an understanding of diversity, research and motivation as part of the understanding of the consumer
4. Examine consumers in their social and cultural settings
5. Use information technology in marketing decisions
6. Collaborate effectively with peers in learning

COURSE OUTCOMES

Upon successful completion of this course, students will be able to identify and intelligently discuss, orally and in writing, the following points:

1. Explain how the marketing mix is used to influence the decisions and actions of retail and industrial consumers.
2. Illustrate the impact of consumer research in successfully marketing a product or service.
3. Summarize the internal processes by which consumers justify their purchases and actions.
4. Utilize market-driven factors as a consumer and a marketer of products and services.

5. Conduct a consumer audit to determine the effectiveness of an organization's market plan on the behavior of retail, intermediate, government, and industrial buyers.

The student should be able to understand:

6. How knowledge of consumer behavior can be beneficial to marketing managers and those involved in consumer protection and educational activities.
7. How demographic characteristics of American markets and lifestyles of individuals can be used for market segmentation.
8. The meaning of culture and its important characteristics and how it influences consumer behavior.
9. The types of ethnic subcultures in the U.S. and how marketers target these groups.
10. The lifestyles of the three social classes in the U.S.: - upper, middle and lower.
11. The meaning of the term "group" and how groups exert power and influence over their membership.
12. The importance of the family unit and its influence on what and where consumers purchase.
13. How marketers use persuasive communication to influence consumer attitude and how the characteristics of an ad can influence its effectiveness.
14. What motivates people to buy and the type of information they need to help them choose the store to buy from.
15. The consumerism movement in the U.S. and the Consumers Bill of Rights.

A NOTE REGARDING WORKLOAD

This course consists of **five four-hour workshops held weekly**. This highly accelerated pace requires students to take a great deal of responsibility for their own learning outcomes. While in class, students are expected to actively participate in discussion and group activities. Outside of class, students should expect a **minimum of 15 hours per week** of study, individual preparation, homework assignments, and/or projects.

MATERIALS OF INSTRUCTION

Required Text

Schiffman, L.G., & Kanuk, L.L. (2000), Consumer Behavior (8th ed). Prentice Hall.

***Please review the School *for* Professional Studies textbook list for most up to date edition.**

SUGGESTED GRADING CRITERIA

TO BE DETERMINED BY THE INSTRUCTOR AND GIVEN TO STUDENTS ON THE FIRST NIGHT OF CLASS (included in the instructor syllabus).

NOTE: Attendance is of utmost importance due to individual and group expectations. Advance notice must be given to facilitator if a class is to be missed. No more than one (1) class may be missed for successful completion of this course.

ASSIGNMENT TO BE COMPLETED PRIOR TO WORKSHOP ONE

Read and be prepared to discuss the following:

Chapters 1 and 2

Assignment due the first night of class:

Turn in and be prepared to discuss questions for Case Study 1.1 (pg. C-1)
and Case Study 2.1 (pg. C-3)

First Workshop:

Small group exercises in class
Open-book quiz

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP TWO

Read and be prepared to discuss the following:

Chapters 3 and 4

Turn in and be prepared to discuss questions for Case Study 3.2 (pg. C-6)
and Case Study 4.1 (pg. C-7)

Second Workshop:

Small group exercises in class
Open-book quiz

Discuss Final Research Paper

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP THREE

Read and prepare to discuss the following:

Chapters 5 and 6

Turn in and be prepared to discuss questions for Case Study 5.2 (pg. C-10)
and Case Study 6.1 (pg. C-11)

Third Workshop:

Small group exercises in class
Open-book quiz

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FOUR

Read and prepare to discuss the following:

Chapter 7 and 8

Turn in and be prepared to discuss questions for Case Study 7.2 (pg. C-14)
and Case Study 8.1 (C-15)

Fourth Workshop:

Small group exercises in class
Work on Final Research Paper

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FIVE

Read and prepare to discuss the following:

Chapter 9 and 10

Turn in and be prepared to discuss questions for Case Study 10.1 (pg. C-21)

Fifth Workshop:

Final Exam
Final Research Paper and Presentation due