

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

BSAD 325 – CONSUMER BEHAVIOR

Prepared by: Nicholas Kocher

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
APRIL 2015**

- A. **TITLE:** Consumer Behavior
- B. **COURSE NUMBER:** BSAD 325
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:** Students explore consumer behavior and its internal and external influencers. Emphasis is placed on the consumer decision making process. Consumer behavior is analyzed as a key component in developing effective product design, positioning, and promotional strategies. Students also examine the role of consumer lifestyle data in segmenting the market into target markets.
- I. **PRE-REQUISITES/CO-COURSES:**
 a. Pre-requisite(s): BSAD 203 Marketing and 45 credit hours, or permission of instructor
 b. Co-requisite(s): none

J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will be able to:

| <u>Course Objective</u> | <u>Institutional SLO</u> |
|---|--|
| a. Analyze and describe the behavior of individuals as consumers. | 2. Crit. Thinking |
| b. Explain the role of consumer behavior within marketing. | 2. Crit. Thinking |
| c. Examine steps in the consumer decision making process. | 2. Crit. Thinking 3. Prof. Competence |
| d. Identify internal and external influencers of consumer behavior. | 2. Crit. Thinking |

K. **TEXTS:**

Babin, B. J., Harris, E. (2015). *CB* (7th ed.). Mason, OH: Cengage Learning.

L. **REFERENCES:** none

M. **EQUIPMENT:** Technology Enhanced Classroom

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**
 Assignments, Quizzes, Exams, and Participation.

P. DETAILED TOPICAL OUTLINE:

I. Introduction to Consumer Behavior

A. What is Consumer Behavior

1. Consumption and Consumer Behavior
2. Competition and Customer Relationship Building
3. Role of Consumer Behavior in Marketing

B. Consumer Behavior and Value

1. Components of the Consumer Behavior Value Framework
2. Types of Value
3. Perceptual Maps
4. Market Segmentation

II. Internal Influences of Consumer Behavior

A. Learning and Comprehension

1. Consumer Perception
2. Implicit and Explicit Memory
3. Gaining Consumer Attention
4. Intentional and Unintentional Learning
5. Influencers of Consumer Comprehension
6. Consumer Knowledge

B. Consumer Motivation and Emotion

1. Drivers of Consumer Behavior
2. Consumer Emotions and Value
3. Measuring Emotion
4. Types of Emotional Behavior

C. Lifestyle, Personality, and Self-Concept

1. Consumer Lifestyles
2. Personality in Consumer Behavior
3. Self-Concept in Consumer Behavior
4. Consumer Traits Analyzed in Consumer Behavior Research

D. Consumer Attitudes and Persuasion

1. Functions and Components of Attitude
2. Consumer Attitude Models
3. Attitude Change Theory
4. Message and its Effect on Persuasion

III. External Influences on Consumer Behavior

A. Consumer Culture

1. Culture and Meaning
2. Society and Consumer Values
3. Contemporary Consumer Cultures

B. Group Influences and Consumer Behavior

1. Reference Groups
2. Word-of-Mouth
3. Social Power
4. Household Decision Making

IV. Consumption Decisions and Consumer Behavior

A. Situational Factors as Influencers of Consumer Behavior

1. Time
2. Location
3. Value
3. Atmosphere
4. Consumption and Impulse Buying

B. Consumer Decision Making Process

1. Need Recognition
2. Internal and External Information Search
3. Alternative Evaluation
5. Purchase Decision
6. Post Purchase Processes

V. Customer Relationships and Ethics in Consumer Behavior

A. Customer Relationships

1. Result of Consumption
2. Broadcast of Post Purchase Experience
3. Customer Loyalty
3. Switching Behavior
4. Customer Relationship Value

B. Consumer Misbehavior

1. Types of Consumer Misbehavior
2. Consumer Misbehavior vs. Problem Behavior
3. Consumer Ethics and Misbehavior

C. Ethics

1. Consumerism
2. Public Opinion of Marketing
3. Regulation