

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



**MASTER SYLLABUS**

**BSAD 325 – Consumer Behavior**

**Created by: Nicholas Kocher**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
SPRING 2019**

- A. **TITLE:** Consumer Behavior
- B. **COURSE NUMBER:** BSAD 325
- C. **CREDIT HOURS:** 3 credit hours: three lecture hours per week for 15 weeks.
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Fall and Spring
- G. **COURSE 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.
- H. **PRE-REQUISITES/CO-REQUISITES:**
- a. **Pre-requisite(s):** BSAD 203 Marketing and 45 credit hours, or permission of instructor
  - b. **Co-requisite(s):** None
  - c. **Pre- or co-requisite(s):** None

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
a. Analyze and describe the behavior of individuals as consumers.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 [CA, IA]
b. Explain the role of consumer behavior within marketing.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2 [CA, IA]
c. Examine steps in the consumer decision making process.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 [CA, IA] 5
d. Identify internal and external influencers of consumer behavior.	Describe the external forces (e.g. legal/regulatory, economic, global, industry, and customer) applicable to business operations		2 [CA, IA]

<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

**J. APPLIED LEARNING COMPONENT:** Yes \_\_\_\_\_ No   x  

**K. TEXTS:**  
Babin, B. *CB* (8th ed.). Mason, OH: Cengage Learning. ISBN: 9781305577244

**L. REFERENCES:** none

**M. EQUIPMENT:** Technology Enhanced Classroom

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

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

**P. DETAILED COURSE 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

Q. **LABORATORY OUTLINE:** None