MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 325 – CONSUMER BEHAVIOR

CIP Code: 52.1499
For assistance determining CIP Code, please refer to this webpage https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55
or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas Kocher
Updated by: Nicholas Kocher

School of Business and Liberal Arts
Department: Business
Semester/Year: Fall 2023
A. TITLE: Consumer Behavior

B. COURSE NUMBER: BSAD 325

C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)
   # Credit Hours: 3
   # Lecture Hours: 3 per week
   # Lab Hours: 0 per week
   Other: 0 per week

   Course Length: 15 Weeks

D. WRITING INTENSIVE COURSE: Yes ☐ No ☑

E. GER CATEGORY: None: ☑ Yes: GER
   If course satisfies more than one: GER

F. SEMESTER(S) OFFERED: Fall ☑ Spring ☐ Fall & 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: None ☐ Yes ☑ If yes, list below:
   BSAD 203 Marketing and 45 credit hours, or permission of instructor

   CO-REQUISITES: None ☑ Yes ☐ If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

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

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>a. Analyze and describe the behavior of individuals as consumers.</td>
<td>Demonstrate the ability to identify and evaluate relevant</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA IA Subsets Subsets</td>
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<td>KEY</td>
<td>Institutional Student Learning Outcomes [ISLO 1 – 5]</td>
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<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
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<tr>
<td>1</td>
<td>Communication Skills Oral [O], Written [W]</td>
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<td>2</td>
<td>Critical Thinking</td>
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<tr>
<th>b. Explain the role of consumer behavior within marketing.</th>
<th>Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management</th>
<th>2-Crit Think ISLO ISLO</th>
</tr>
</thead>
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<td>c. Examine steps in the consumer decision making process.</td>
<td>Demonstrate the ability to identify and evaluate relevant information for decision-making.</td>
<td>2-Crit Think 5-Ind, Prof, Disc, Know Skills ISLO</td>
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<td>d. Identify internal and external influencers of consumer behavior.</td>
<td>Describe the external forces (e.g. legal/regulatory, economic, global, industry, and customer) applicable to business operations</td>
<td>2-Crit Think ISLO ISLO</td>
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**ISLO**

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- Subsets
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]

3 Foundational Skills
Information Management [IM], Quantitative Lit./Reasoning [QTR]

4 Social Responsibility
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]

5 Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes ☐ No ☒

If YES, select one or more of the following categories:

☐ Classroom/Lab ☐ Civic Engagement
☐ Internship ☐ Creative Works/Senior Project
☐ Clinical Placement ☐ Research
☐ Practicum ☐ Entrepreneurship
☐ Service Learning (program, class, project)
☐ Community Service

K. TEXTS:

L. REFERENCES:
None

M. EQUIPMENT: None ☐ Needed: 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 ☒ Yes ☐