



Course Name: Consumer Behavior

Course Number: BMK* 207

Credits: 3

Catalog description: : An examination of consumer behavior as a function of the overall marketing plan. Concepts from the social and behavioral sciences are applied to describing and understanding consumer decision processes. Topics include psychological core foundations, decision-making processes, consumer's culture, and consumer behavior outcomes.

Prerequisite, Corequisite, or Parallel: ENG*101 or Permission of Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Describe consumer behavior, what affects it, and resultant outcomes
2. Explain motivation as it relates to consumer behavior
3. Identify characteristics of exposure, attention and perception
4. Explain the attitude formation process in consumer behavior
5. Explain the concepts of memory and how marketers use them
6. Describe the consumer decision making process, concepts and components



7. Identify the social, cultural and demographic concepts and principles used in consumer behavior analysis
8. Differentiate symbolic meaning, adoption, and diffusions concepts
9. Explain the principles of consumerism and ethics in marketing

Course Content:

CONSUMERS IN THE MARKETPLACE

- A. Consumers Rule

CONSUMERS AS INDIVIDUALS

- A. Perception
- B. Learning and Memory
- C. Motivation and Values
- D. The Self
- E. Personality and Lifestyles
- F. Attitudes and Persuasive Communications

CONSUMERS AS DECISION MAKERS

- A. Individuals Decision Making
- B. Buying and Disposing
- C. Groups
- D. Organizational and Household Decision Making

CONSUMERS AND SUBCULTURES

- A. Income and Social Class
- B. Ethnic, Racial, and Religious Subcultures
- C. Age Subcultures

CONSUMERS AND CULTURE

- A. Cultural Influences on Consumer Behavior
- B. Global Consumer Culture

Date Course Created:

Date of Last Revision: 04/03/2017