

# COURSE SYLLABUS

<b>Course Title:</b>	Consumer Behavior		<b>Date submitted:</b>	Spring 2014 (AAC: 14-26)	
<b>Department:</b>	Business & Technology				
<b>Curriculum:</b>	Marketing/Retail Management				
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101)	BMK*207	<b>Prerequisites:</b>		
	<b>Course Type:</b>	L/D	C- or better in Principles of Marketing (BMK*201)		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio				
	<b>Elective Type:</b>	G			
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science				
	<b>Credit Hours:</b>	3	<b>Corequisites:</b>		
	<b>Developmental:</b> (yes/no)	No	None		
	<b>Contact Hours:</b>	Lecture: 3 Clinical: 0 Lab: 0 Studio: 0 Other: 0 TOTAL: 3			
	<b>Class Maximum:</b>	35	<b>Other Requirements:</b>		
	<b>Semesters Offered:</b>	F/Sp/ Su	None		
<b>Ability-Based Education (ABE) Statement:</b>	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.				

<p><b>Catalog Course Description:</b></p>	<p>A study of consumer behavior with an emphasis on the complexity of consumer decision-making and how consumers influence current marketing practices. Topics include consumer decision-making, advertising, consumer-trend analysis, marketing strategy, and consumer buying behavior.</p>
<p><b>Topical Outline:</b> List course content in outline format.</p>	<ol style="list-style-type: none"> <li>1. Cross-Cultural Variations in Consumer Behavior</li> <li>2. The Changing American Society Values</li> <li>3. The Changing American Society: Demographics and Social Stratification</li> <li>4. The Changing American Society: Subcultures</li> <li>5. The American Society: Families and Households</li> <li>6. Perception</li> <li>7. Learning, Memory and Product Positioning</li> <li>8. Motivation, Personality and Emotion</li> <li>9. Attitudes and Influencing Attitudes</li> <li>10. Situational Influences</li> <li>11. Consumer Decision Process and Problem Recognition</li> <li>12. Information Search</li> <li>13. Alternative Evaluation and Selection</li> <li>14. Outlet Selection and Purchase</li> <li>15. Organizational Buyer Behavior</li> <li>16. Marketing Regulation and Consumer Behavior</li> </ol>
<p><b>Outcomes:</b> Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p><b>Upon successful completion of this course, the student will be able to do the following:</b></p> <p><b>COURSE:</b></p> <ol style="list-style-type: none"> <li>1. apply consumer behavior concepts to analyze strategic marketing initiatives</li> <li>2. explain the various external environmental and internal psychological influences which effect buyer behaviour</li> <li>3. evaluate how various consumer behavior research techniques are used to guide managerial decision-making</li> <li>4. use analytic tools to demonstrate practical applications of consumer segment analysis and profiling</li> </ol> <hr/> <p><b>PROGRAM:</b> <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><b><u>Business Administration Program</u></b></p> <ol style="list-style-type: none"> <li>1. Successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:             <ol style="list-style-type: none"> <li>a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process</li> </ol> </li> <li>2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making</li> <li>3. demonstrate proficiency in the General Education Abilities as they apply to the business professions</li> </ol> <p><b><u>Business Administration: Marketing Management Option</u></b></p> <ol style="list-style-type: none"> <li>1. demonstrate competency in researching, planning, implementing, and evaluating the components of a marketing program</li> </ol>

	<p><b><u>Business Administration: Retail Business Management Option</u></b></p> <p>1. demonstrate competency in researching, planning, implementing, and evaluating the components of a retail strategy</p> <p><b>GENERAL EDUCATION:</b> <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <p><b>10. Social Phenomena</b> - Students will develop an increased understanding of the influences that shape a person's, or group's attitudes, beliefs, emotions, symbols, and actions, and how these systems of influence are created, maintained, and altered by individual, familial, group, situational or cultural means.</p> <p><b>Demonstrates:</b> Accurately and sufficiently explains factors that influence and shape a person's or group's attitudes, beliefs, decisions, and actions.</p> <p><b>Does Not Demonstrate:</b> Inaccurately or insufficiently explains factors that influence and shape a person's or group's attitudes, beliefs, decisions, and actions.</p>
<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <ol style="list-style-type: none"> <li>1. examinations</li> <li>2. papers</li> <li>3. quizzes</li> <li>4. oral presentations</li> <li>5. group projects</li> </ol>
<p><b>Instructional Resources:</b> List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p><b>Required:</b> None <b>Desired:</b> None</p>
<p><b>Textbook(s)</b></p>	<p>Refer to current academic year printout</p>