

**School of Business**

**Department of Marketing & International Business**

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| **Course Name:** | **Consumer Behavior** |
| **Course Code**  **& Section No:** | **MKT 344** |
| **Semester:** | **Spring 2020** |

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| Instructor & Department Information  ( | |
| 1. **Instructor Name:** | Zarjina Tarana Khalil (ZTK) | |
| 1. **Office Location** | NAC 720 A | |
| 1. **Office Hours:** | ST 11:20-12:50  ST 2:30-3:30  MW 9:40-11:10 | |
| 1. **Email Address:** | [zarjina.khalil@northosuth.edu](mailto:zarjina.khalil@northosuth.edu) | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>,  ztkresources.weebly.com  School of Business Website: http://www.northsouth.edu/academic/sob/ | |

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| Course & Section Information | |
| **Class Time & Location** | Section 9  MW 1:00- 2:30 | |
| **Course Prerequisite(s)** | MKT 202- Introduction to Marketing | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | The study of consumer behavior enables marketers to understand and predict the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of product and services that they expect will satisfy their need. This course provides a conceptual understanding of Consumer Behavior integrating theories from psychology, targeting and then positioning using different communication mixes. | |
| **Course Objectives** | • to acquire a framework for analyzing consumer behavior problems  • to learn how consumer behavior can be affected by different marketing strategies  • to show how behavioral evidence can be used to evaluate alternative marketing strategies  • to develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories  • to acquire experience in applying these theories to real-world consumer behavior problems | |
| **Student Learning Outcomes** | Upon the successful completion of this course students will be able to:   1. Develop an understanding of individuals’ psychological behavior (in the context of cognitive vs. behavioral decision making process) 2. Develop a critical understanding of the environment in which the transactions takes place 3. Predict buying behavior of consumers before any real actions are taken 4. Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories 5. Use techniques to segment a market based on different consumer behaviors | |

**Mapping of Course Outcomes with Program Outcomes, Delivery Methods and Assessment Strategies:**

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|  | **Course Outcomes (CO)** | **Bloom’s taxonomy**  **domain/level**  *(***C***: Cognitive*  **P***: Psychomotor*  **A***:Affective)* | **Delivery methods**  **and activities (faculty members can choose any number of tools)** | **Assessment**  **tools**  **(faculty members can use any number of tools)** |
| **LO-1** | Explain the key terms, definitions and concepts used in studying interaction between marketing activities and consumer behavior | **C1,C2** | |  | | --- | | Lecture, Discussion | | |  | | --- | | Quiz,  Midterm exam,  Assignment | |
| **LO-2** | Analyze target markets to identify how individual customers will apply motivation, perception, personality, learning and attitude concepts in a purchase situation | **C4, C2, A3** | Lecture, Videos, in-class group discussion   |  |  | | --- | --- | |  |  | | Quiz, Case,   |  | | --- | | Midterm exam, Assignment | |
| **LO-3** | Critically evaluate the effectiveness of various advertisement and promotional activities and their attempts to influence the consumers’ behaviors | **C1, C2, C3, C6, A3** | Lecture, Group work,  Discussion, Videos   |  | | --- | |  | | Quiz, Assignment, workshop, Midterm Exam |
| **LO-4** | In a team, work efficiently and effectively to prepare a professional, logical and coherent report on consumer behavior issues within a specific content | **C3, C4, C6,**  **A3, A4,**  **P3, P4** | Lecture,  Discussion, Videos, Sample Report | Assignments,  Role-play,  Quiz,  Final Report |
| **LO-5** | Deliver an oral presentation in a professional and engaging manner | **C4,C5,C6**  **A3, A4, A5**  **P3,P4** | Video  Demonstration | Final Report  Presentations |

Cognitive domain (knowledge-based): **C**

1: Knowledge, 2: Comprehension, 3 Application, 4 Analysis, 5: Synthesis, 6: Evaluation

The affective domain (emotion-based): **A**

1: Receiving, .2: Responding, 3: Valuing, 4: Organizing, 5: Characterizing

The psychomotor domain (action-based): **P**

1: Perception, 2: Set, 3: Guided response, 4: Mechanism, 5: Complex overt response, 6: Adaptation,   
7: Origination

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| Learning Resources And Textbook(s) |

**TEXT BOOK(S)**

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Leon G. Schiffman, Leslie L. Kanuk | Consumer Behavior (Global edition) | 10th, 2009 | **Pearson** | 10**: 0135053013 / 0-13-505301-3** 13:**9780135053010** |
| Leon G. Schiffman, Joseph Wisenblit,& S. Ramesh Kumar | Consumer Behavior (Indian Subcontinent Adaptation) | 11th, 2016 | **Pearson Indian Education** | 978-93-325-5509-9 |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Reference Book | **1)** Consumer Behavior-Buying, Having and Being, 9th edition, Michael R. Solomon | Academic |  |

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| Teaching Strategy |

The classes will be conducted through various activities including presentation of marketing concepts and issues, discussion and exchanges of ideas related to consumers’ behavior and action, student initiative and active involvement, cases abstracting actual business practices, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

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| Assessment Strategy and Grading Scheme | |
| **GRADING TOOL** | **POINTS** |
| **MID 1** | **20%** |
| **MID 2** | **20%** |
| **Final Exam** | **25%** |
| **Quiz and Case** | **10%** |
| **Class Participation & Attendance** | **5%** |
| **Group project (Term paper+ presentation)** | **20%** |

Please Refer to NSU Student Handbook, Section: “Grading Policy”

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| Classroom Rules of Conduct | |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.  Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines”. | |
| **Late Assignment Policy** |  | |
| Promptness is a highly valued attribute in the workplace. Employees are expected to plan ahead to meet deadlines. Managers reprimand or terminate employees who are repeatedly late in submitting assignments. In this course, submitting assignments late will be penalized. For each day late, 10 percent will be deducted from the value of the assignment. | | |
| **Group ProjectS Policy** |  | |
| Each group (between 2-5 students) will submit a final report consisting of: 3500 words or 14-15 pages, font – Times New Roman, font size – 12, and double spaced (hard copy and electronic copy). Each team will also present the project for 20 to 25 minutes. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. | | |
| Exams & Make Up Policy | | | |
| In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Cell phones are prohibited in exam sessions. | | | |
| Attendance Policy | | | |
| Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance. | | | |
| Communication Policy | | | |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. | | | |
| Appropriate Use Policy | | | |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. | | | |
| Students Complaints Policy | | | |
| Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. | | | |

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| Course Contents &Schedule |  |

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| **NO** | **TOPIC** | **WEEK** | **اCHAPTER/BOOK** |
|  | Introduction | 1 | **Course instructions/instructor’s rules and regulations** |
|  | Consumer, Marketers, and Technology | 2 | **Chapter 1 (Schiffman & Kumar)** |
|  | The Consumer Research Process | 3 | **Chapter 2 (Schiffman & Kumar)**  **Chapter 15 (Schiffman & Kanuk)** |
|  | Market Segmentation and Strategic Targeting | 4 | **Chapter 3 (Schiffman & Kanuk)** |
|  | Consumer Motivation | 5 | **Chapter 4 (Schiffman & Kanuk)** |
|  | **MIDTERM 1** | 6 | **TO BE ANNOUNCED IN CLASS** |
|  | Personality and Consumer Behavior | 7 | **Chapter 5 (Schiffman & Kanuk)** |
|  | Consumer Perception | 8 | **Chapter 6 (Schiffman & Kanuk)** |
|  | Consumer Learning | 9 | **Chapter 7 (Schiffman & Kanuk)** |
|  | **MIDTERM 2** | 10 | **TO BE ANNOUNCED IN CLASS** |
|  | Consumer Attitude formation and change | 11 | **Chapter 8 (Schiffman & Kanuk)** |
|  | Persuading Consumers | 12 | **Chapter 7 (Schiffman & Kumar)** |
|  | \* The Family and its Social Standing,  \* The Culture’s influence on Consumer Behavior  \* Subcultures and Consumer Behavior  \* Consumer Decision-Making and Diffusion of Innovations | 13 & 14 | **Chapter 10 (Schiffman & Kumar)**  **Chapter 11 (Schiffman & Kumar)**  **Chapter 12 (Schiffman & Kanuk)**  **Chapter 13** |
|  | Presentation | 15 |  |
|  | **Final Exam** | 16 |  |

**BOOKS TO BE USED:**

**\*\*Schiffman & Kumar -** Consumer Behavior (Indian Subcontinent Adaptation), 11th ed., 2016

**\*\*Schiffman & Kanuk -** Consumer Behavior (Global edition), 10th ed. 2009

Note: The instructor reserves the right to make changes to the syllabus if necessary.