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| 1. Course code:
 | MKT461 | 1. Course title:
 | Consumer Behavior |
| 1. College: College of Business Administration
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| 1. Department: Management and Marketing
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| 1. Program: B.Sc. Business Marketing
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| 1. Course credits: 3-credit hour
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| 1. Course NQF Level: 6-7-8
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| 1. NQF Credits: TBA
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| 1. Prerequisite: MKT264
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| 1. Lectures Timing & Location: Online

Section 1: M 09:00 To 09:50, online only Section 1W 10:00 To 11:40, online, with section 2Section 2: M 11:00 To 11:50, online only Section 2W 10:00 To 11:40, online with section 1Section 3: M 16:00 To 16:50, online only Section 3W 16:00 To 17:40, online with section 4Section 4: M 17:00 To 17:50, online only Section 4W 16:00 To 17:40, online with section 3  |
| 1. Course web page:
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| 1. Course Instructor: Dr. Makarand Upadhyaya
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| 1. Office Hours and Location: online, mupadhyaya@uob.edu.bh
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| 1. Course coordinator: Dr. Makarand Upadhyaya
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| 1. Academic year: 2020-2021
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| 1. Semester:
 |  | First | **X** | Second |  | Summer |
| 1. Textbook (s)
* Consumer Behavior, Global Edition, L.G. Schiffman and L.L. Kanuk, tenth Edition, Prentice Hall, ISBN: 978-0135053010,2010.
 |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):
* For e-journals refer to the following link; http://libwebserver.uob.bh/en/
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| 1. Other resources used (e.g., e-Learning, field visits, periodicals, software, etc.)
2. Journal: Journal of Marketing. American Marketing Association.
3. Journal: European Journal of Marketing.
4. Journal: Journal of Consumer Research. Oxford Journals.
5. Online videos.
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1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.):
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| 1. Course description (as per the published):

The concept of consumer behavior. Factors influencing and shaping consumer behavior; the steps involved in the consumer buying decision and consumer behavior after buying the product. |
| 1. Course Intended Learning Outcomes (CILOs):
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| CILOs | *Mapping to PILOs* |
| Learning goals | a. Knowledge | b. Globalization | c. Skills | d. Communication | e. Competencies | f. Values |
|  | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | b2: Global Perspective | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | d2: Communication (Oral) | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Examine the concept of consumer behaviour and reveal its importance in the context of marketing. | x | x |  |  |  |  |  |  |  |  |  |  |
| 2. Evaluate factors that influence consumer behaviour. |  |  |  |  |  |  | x |  |  |  | x |  |
| 3. Evaluate factors that influence consumer behaviour. |  |  |  | x |  |  |  |  |  |  | x |  |
| 4. Describe the target market and determine the positioning strategy according to consumer characteristics and behaviour. |  |  |  |  | x |  |  | x |  |  |  |  |

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| 1. Course assessment:
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| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (Case Study) | 1 | 2 | 15 % | 22/02/2021 |
| Engagement Activities (1-hour) | 2 | 3 | 15 % | 14/03/2021 |
| Assignments | 2,3 | 1 | 20 % | 10/04/2021 |
| Project | 1,2,4 | 1 | 10% | 27/04/2021 |
| Final Examination(Respondus) | 1,3,4 | 1 | 40% | 01/06/2021 |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered
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| *Topic Title* *(e.g., chapter/experiment title)* | *Description* |
| Chapter 1Introduction to Consumer Behavior | An introduction to consumer behavior, its importance and relevance to marketing, types of customers, historical origins, theoretical models of consumer behavior. |
| Chapter 3: Market Segmentation, Targeting and Positioning | Market Segmentation, targeting and positioning. Meaning, importance, need, basis for segmentation, targeting strategies and positioning.  |
| Chapter 4: Consumer Motivation | Motivation: Meaning, processes, needs, goals, behavior, frustration, dynamic s of motivation, theories of motivation, relevance to marketing. |
| Chapter 5: Human Personality | The Human Personality: Meaning, processes, relevance to marketing, theories of personality Freud theory, Trait theory, and relevance to marketing. |
| Chapter 6: Perception | Perception: Meaning, Importance, elements of human perception, selection, organization, interpretation, relevance to marketing. |
| Chapter 7: Learning | Learning: Meaning, concepts of learning, theories of learning, behavioral learning c (classical conditioning, instrumental conditioning, cognitive learning, implication for marketing. |
| Chapter 8: Attitudes | Attitudes: Meaning, relationships to behavior, characteristics of attitudes, formation of attitudes, changing attitudes, components of attitudes. Before or after behavior arguments, implications for marketing. |
| Chapter 10: Groups | Reference groups and family influences; What is a group, reference groups, factors impacting groups influence on behavior, types of groups, groups appeals, the use of celebrities, the family concept, functions of the family, concept of consumer socialization, the family life cycle, implications for marketing. |
| Chapter 11: Social Classes | Social Class: What is a social class, importance of the concept to marketing, relationship to consumer behavior. |
| Chapter 12: Culture | The Influence of Culture on Consumer Behavior: What is culture? The invisible hand of culture, culture satisfied needs, learned, dynamic, shared, relevance to marketing practices. |

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| 1. Weekly Schedule
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| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7-11 Feb. | Chapter 1:Introduction to Consumer Behavior | 1,2 | *2-hour lecture:* | *Case study* |
| *1-hour lecture* |
| *2* | 14-18 Feb | Chapter 3: Market Segmentation, Targeting and Positioning | 1,2 | *2-hour lecture:* | *Class activates* |
| *1-hour lecture* |
| *3* |

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| 21-25 Feb. |

 | Chapter 4: Consumer Motivation | 1,2,3 | *2-hour lecture:* | *Case study*  |
| *1-hour lecture* |
| *4* | 28 Feb.- 4 March | Chapter 5: Human Personality | 1,3,4 | *2-hour lecture:* | *Assignment* |
| *1-hour lecture* |
| *5* | 7-11 March | Chapter 6: Perception | 2,4 | *2-hour lecture:* | *Class Case study* |
| *1-hour lecture* |
| *6* | 14-18 March | Chapter 6: Perception | 2,4 | *2-hour lecture:* | *Case study*  |
| *1-hour lecture* |
| *7* | 21-25 March | Chapter 7: Learning | 2,4 | *2-hour lecture:* | *Project* |
| *1-hour lecture* |
| *8* | 28 March-1 April | Chapter 7: Learning | 3,4 | *2-hour lecture:* | *Assignment* |
| *1-hour lecture* |
| *9* | 4-8 April | Mid Semester Break  |  |  |  |
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| *10* | 11-15 April | Chapter 8: Attitudes  | 2,4 | *2-hour lecture:* | *Case study* |
| *1-hour lecture* |
| *11* | 18-22 April | Chapter 10: Groups | 3,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *12* | 25-29 April | Chapter 10: Groups | *3,4* | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *13* |

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| 2-6 May |

 | Chapter 11: Social Classes | 3,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *14* |

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| 9-13 May |

 | Chapter 11: Social Classes | 3,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *15* | 16-20 May | Chapter 12:Culture | 2,4 | *2-hour lecture:* | *Case study*  |
| *1-hour lecture* |
| *16* | 23-27 May | Chapter 12:Culture | 2,4 |

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| *2-hour lecture:* |
| *1-hour lecture* |

 | *Final* |