

Standard Course Outline

MKTG 490 Consumer Behavior

I. General Information

- ♦ Course number: MKTG 490
- ♦ Title: Consumer Behavior
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300 and I S 301 (IS 301 waived for Marketing minors)
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: 04/2020

II. Catalog Description

Using concepts from the social sciences to understand and predict consumer behavior in a marketing context. Seeks understanding of how marketing tactics may influence consumers' choices, beliefs, and attitudes about products and services both in profit and nonprofit contexts. Letter grade only (A-F).

III. Curriculum Justification(s)

Understanding consumers is central to success in today's global business environment. This course improves marketing students' ability to understand consumers and what drives their attitudes, beliefs, and choices in the marketplace.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** Students will demonstrate their understanding of consumer behavior and its' relevance to marketing. They will also demonstrate that they can analyze consumer behavior and translate their analysis into marketing implications.
- **Learning goals – Communication:** Students will demonstrate that they are able to work in teams via a team-prepared written project. This project is presented orally in class to develop oral communication skills.
- **Learning goals – Business Functions:** Students will demonstrate their proficiency in the fundamental psychological theories related to (a) decision making; (b) memory; (c) attitudes and attitude formation; (d) motivation; (e) information search; (f) exposure, attention, and perception; (g) and post decision processes.

V. Outline of Subject Matter

This is a listing of the subject matter that **MUST** be covered in this course. It does not preclude other topics that are part of the Consumer Behavior area or the depth of some topics. The list is flexible enough to allow individual instructors to focus on particular areas

of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added to the course based on the instructor's expertise and personal preferences in teaching this course. The **required topics** are also those that are included in the course assessment for MKTG 490.

1. Introduction to Consumer Behavior & Course Overview
2. Research Methods in the Study of Consumer Behavior
3. Motivation, Ability, and Opportunity
4. Information Processing: Exposure, Attention, and Perception
5. Memory and Retrieval
6. The Role of Knowledge, Experience, and Affect in Consumer Behavior
7. Culture & Subcultures
8. Social Influences, Group Processes, Lifestyles
9. Attitude Development and Change
10. Problem Recognition and Information Search
11. Judgment and Decision Making
12. Post Decision Processes Methods of Instruction

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

There must be at least one major project in the course. The group project should revolve around a specific consumer behavior or consumer behavior topic area where students have to conduct secondary and/or primary research about the consumer behavior (topic area) of interest. For example, students may conduct in-depth interviews to understand the deeper significance of brand loyalty.

Additional active learning tasks that may be used in the course include:

- Individual participation and discussion.
- Participation (in-class) exercises that involve individual and/or group work. Most texts have examples of these types of exercises.
- Formal presentation of group work.
- Exercises that include students actively working together either in class or outside of class on small projects, etc.

- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

VII. Information about Textbooks/Readings

There is no standardized textbook for all sections of MKTG490. Some examples of the texts that may be used include: Examples of texts include:

- Schiffman, Leon (2014), *Consumer Behavior*, 11th edition, Pearson
- Hoyer, Wayne (2012), *Consumer Behavior*, 6th Edition, SW

VIII. Instructional Policies Requirements

A. Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below. It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Campus Computer/Network Usage:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "[Policy Governing Access to and Use of CSULB Computing Resources](#)". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.



California State University, Long Beach

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XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)