

**ITT Technical Institute**  
**BU242**  
**Consumer Behavior**  
**Onsite Course**

**SYLLABUS**

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**Credit hours:** 4

**Contact/Instructional hours:** 40 (40 Theory Hours)

**Prerequisite(s) and/or Corequisite(s):**

Prerequisite: BU241 Principles of Marketing

**Course Description:**

This course builds on the concepts presented in Principles of Marketing. Emphasis is on consumer behavior, motivation, decision-making processes and the impact of cultural differences on consumer decisions.

# SYLLABUS

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Instructor: \_\_\_\_\_

Office hours: \_\_\_\_\_

Class hours: \_\_\_\_\_

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## Major Instructional Areas

1. Overview of the Discipline of Consumer Behavior
2. Individual Factors of Consumer Behavior
3. External Influences of Consumer Behavior
4. Consumer Decision-Making Process

## Course Objectives

After successful completion of this course, the student will have the opportunity to:

1. Apply the concepts, frameworks, and methodologies of consumer behavior to problem-solving tasks.
2. Analyze the role of ethics in consumer behavior research and strategies and show through illustrations and examples, the beneficial outcomes of ethical decision-making.
3. Analyze the role of consumer behavior in creating and maintaining market, product, and services strategies.
4. Evaluate with the help of examples and case studies, the international nature of consumer behavior.
5. Evaluate the implications of regional variations in behavior given cultural, economic, social, and political forces on consumers.
6. Explain the impact of the digital revolution on Consumer Behavior.
7. Explain a framework of consumer behavior taking into account the following key concepts:
  - a. Perception and Consumer Imagery
  - b. Motivation
  - c. Personality and Self-Image
  - d. Consumer Learning
  - e. Attitudes
8. Explain and evaluate the impact of following social and cultural influences on consumer behavior:
  - a. Reference Teams
  - b. Family Lifecycle
  - c. Social Class Segmentation
  - d. Culture and Values
  - e. Subculture Definition
9. Define and analyze the concept of Opinion Leadership and illustrate this concept through examples.
10. Apply alternative models of the consumer decision-making process.
11. Research and obtain information from ITT Tech Virtual Library to analyze the consumer behavior concepts.

## Related SCANS Objectives

1. Identify the need for data, obtain them from existing sources or creates them, and evaluates their relevance and accuracy.
2. Analyze and interpret data.
3. Effectively present ideas or data using oral, written, graphic, pictorial, or multimedia methods.
4. Identify the set of procedures, tools, or machines, including computers and their programs that will produce the desired results.
5. Identify the needs of customer/consumer.
6. Communicate thoughts, feelings, and ideas to justify a position, encourages, persuades, convinces, or otherwise motivates an individual or teams, including responsibly challenging existing procedures, policies, or authority.

## Teaching Strategies

The curriculum is designed to promote a variety of teaching strategies that support the outcomes described in the course objectives and that foster higher cognitive skills. Delivery makes use of various media and delivery tools in the classroom.

## Course Resources

### Student Textbook Package

Components include, but are not limited to, the following items:

- Textbook:
- Schiffman, L., & Kanuk, L. (2010). *Consumer Behavior* (10th ed.). Upper Saddle River, NJ: Prentice Hall.
- Graham, J. F. (2010). *Critical Thinking in Consumer Behavior: Cases and Experiential Exercises* (2nd ed.). Upper Saddle River, NJ: Prentice Hall.

## References and Resources

### ITT Tech Virtual Library

Log in to the ITT Tech Virtual Library (<http://www.library.itt-tech.edu/>) to access online books, journals, and other reference resources selected to support ITT Tech curricula.

- **Books**

The following books related to this course are available in the ITT Tech Virtual Library:

- >Books >Ebrary >

>Beller, Ken, Louis Patler, and Steve M. Weiss, *Consistent Consumer: Predicting Future Value through Lasting Values*. Dearborn Trade, A Kaplan Professional Company, 2005.

>Bianchi, Marina. *The Active Consumer: Novelty & Surprise in Consumer Choice*. Routledge, 1998.

>Cronin, Anne M. *Advertising & Consumer Citizenship: Gender, Images & Rights*. Routledge, 2000.

>Danziger, Pamela. *Let Them Eat Cake: Marketing Luxury to the Masses – As Well As The Classes*. Dearborn Trade, A Kaplan Professional Company, 2005.

>Goodwin, Neva R, Frank Ackerman, and David Kiron, *Consumer Society*. Island Press, 1997.

>Ratneshwar, S., David G. Mick, and Cynthia Huffman, *Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals and Desires*. Routledge, 2000.

> Samli, Coskun A. *Empowering the American Consumer: Corporate Responsiveness & Market Profitability*. Greenwood Publishing Group, Incorporated, 2000.

>Stone, Merlin and Alison Bond. *Consumer Insight*. Kogan Page, Limited, 2004.

>Szmigin, Isabelle. *Understanding the Consumer*. Sage Publications, Incorporated, 2003.

- **Periodicals**

The following periodicals related to this course are available in the ITT Tech Virtual Library:

**Periodicals>EbscoHost**

- **Business Ethics Quarterly**  
This periodical presents articles and reviews about the application of ethics to the business community, particularly global business and economic concerns.
- **Business & Society**  
This periodical serves as a voice for the advancement of corporate social responsibility; state-of-the-art business, and society research selected through blind review, book reviews, dissertation abstracts, and occasional invited works.
- **Consumer Comments**  
This newsletter of Consumer Alert contains articles that advance the debate on current public policy issues, which are of interest to the American consumer.
- **Consumer Reports**  
This periodical presents articles on health, public safety, marketplace economics, and the judicial and regulatory actions that affect consumers.
- **Journal of Advertising**  
The Journal of the American Academy of Advertising contains original articles selected through blind reviews of a theoretical, empirical, methodological or philosophical nature, which advance advertising knowledge.
- **Journal of Consumer Affairs**  
This periodical contains articles related to consumer policy, education, economics and behavior, which have clear implications for government, household, or business policies.
- **Journal of Consumer Policy**  
The periodical encompasses a diverse range of issues in the field of consumer economics. The periodical contains articles of empirical research on consumer and product conduct and current developments in consumer law.
- **Journal of Consumer Psychology**  
The journal consists of articles in the field of consumer psychology. These articles include topics such as the role of advertising, consumer attitudes, decision-making processes, and direct brand experience.
- **Journal of International Marketing**  
This journal contains peer-reviewed articles aimed at both practitioner and educator audiences. The journal covers the practice and theory of

international marketing through original research articles, executive insights, and book reviews.

- **Journal of Marketing**  
Published by the American Marketing Association, this journal has articles selected through blind review. The articles were judged on their contributions to the advancement of the science and the practice of marketing, and provide new insights, ideas, or empirical results.
- **Journal of Marketing Management**  
It is concerned with the various aspects of the management of the marketing mix, and provides a forum for the exchange of the latest ideas and best practices in the field of marketing.
- **Journal of Marketing Research (JMR)**  
The journal contains peer-reviewed articles for technically-oriented, professional market researchers and academicians. The articles cover concepts, methods, and applications of marketing research. The journal also carries reviews and comments related to the research industry and its practices.
- **Journal of Marketing Theory & Practice**  
It contains articles that address contemporary marketing issues.
- **Business Week**  
This periodical carries reports on news, ideas, and trends that affect the industry and the economy. The periodical offers national and international coverage.
- **Brandweek**  
This is a weekly publication of articles, interviews, business profiles, licensing, new products, and new campaigns aimed at marketing professionals.
- **Fortune**  
The periodical provides information on the economic, political, and social trends that affect the business environment.
- **Wall Street Journal**  
A daily newspaper, it provides news and financial information for executives, managers, and investors all over the world.

- **Other Resources**

You can visit the following Web sites for material related to this course:

- Companion Web site: <http://www.prenhall.com/schiffman>
- Alvarez, Louis and Andrew Kolker. Social Class in America (a film). <http://www.pbs.org/peoplelikeus/> (accessed December 30, 2009).
- Perner, Lars, Ph.D. "The Psychology of Consumers." <http://www.consumerpsychologist.com/> (accessed December 30, 2009).

All links to Web references outside the virtual library are subject to change without prior notice.

## Evaluation & Grading

### COURSE REQUIREMENTS

1. **Attendance and Participation**  
Regular attendance and participation are essential for satisfactory progress in this course.
2. **Completed Assignments**  
Each student is responsible for completing all the assignments on time.
3. **Team Participation (if applicable)**  
Each student is responsible for participating in team assignments and for completing the delegated task. Each team member must honestly evaluate the contributions of all members of their respective teams.

### Evaluation Criteria Table

The final grade will be based on the following weighted categories:

CATEGORY	WEIGHT
Discussion	20%
Writing Assessments	30%
Review Questions	20%
Quizzes	15%
Final Exam	15%
<b>Total</b>	<b>100%</b>

### Grade Conversion Table

Final grades will be calculated from the percentages earned in class as follows:

A	90 - 100%	4.0
B+	85 - 89%	3.5
B	80 - 84%	3.0
C+	75 - 79%	2.5
C	70 - 74%	2.0
D+	65 - 69%	1.5
D	60 - 64%	1.0
F	<60%	0.0

## Course Outline

Week	Lesson Title	Reading (Pages from the textbook)	Activity Type				
			Review Questions	Writing Assessment	Discussion	Quiz	Ungraded Activities
1	Introduction: The Impact of New Technologies on Consumer Behavior	Chapter 1, pages 2–21 Chapter 16, pages 496–518		x	x	x	x
2	Consumer Research and Market Segmentation	Chapters 2 and 3, pages 22–85	x	x	x		x
3	Consumer Motivation, Personality, and Consumer Behavior	Chapters 4 and 5, pages 86–153	x	x	x		x
4	Consumer Perception	Chapter 6, pages 154–189		x	x	x	x
5	Consumer Learning, Attitude Formation and Change	Chapters 7 and 8, pages 190–259	x	x	x		x
6	Reference Groups and Family Influences	Chapter 9, pages 260–276 Chapter 10, pages 300–319		x	x		x
7	Social Class and Consumer Behavior	Chapter 10, pages 320–345		x	x	x	x
8	The Influence of Culture on Consumer Behavior and Subcultures and Consumer Behavior	Chapters 11 and 12, pages 346–405	x	x	x		x
9	Cross-Cultural Consumer Behavior: An International Perspective	Chapter 13, pages 406–429		x	x		x
10	Consumers and the Diffusion of Innovations and Consumer Decision-Making and Beyond	Chapters 14 and 15, pages 430–495			x		x
11	Recent Trends in Consumer Behavior and Final Exam				x	x	

**Intent/Interface**

This course examines all aspects of consumer behavior. It examines the consumer as an individual and determines the internal factors that affect consumer behavior. In addition, the course covers external social and cultural influences on consumer behavior and the consumer's decision-making process.

The course emphasizes that consumer behavior is the foundation of all the marketing, pricing, product, sales, and services strategies that a company creates and executes over the life of its products. The course material relates to the decision-making processes of ultimate consumers. It also focuses on the ethics of consumer behavior, because this subject is the foundation of all marketing and sales-based strategies. Selected aspects of organizational buying behavior, not-for-profit organizations, and public policy development are also included in the course.

The topics include examining buyer and consumer needs and wants, purchasing patterns, buyer decision-making processes, market segmentation, and various influences on both observable and non-observable behavior.

The course aims at developing critical thinking to identify and address current and future consumer behavior problems and the ethical issues facing marketing managers. The course contains case studies and scenarios that will help students understand the concepts of consumer behavior, compare theories, apply different models, and develop appropriate marketing tools to influence the consumers' decision-making process.