

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 325 – CONSUMER BEHAVIOR

CIP Code: 52.1499

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas Kocher

Updated by: Nicholas Kocher

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2023

- A. TITLE: Consumer Behavior
- B. COURSE NUMBER: BSAD 325
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: 0 per week
 Other: 0 per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No

- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

G. COURSE DESCRIPTION:

Students explore consumer behavior and its internal and external influencers. Emphasis is placed on the consumer decision making process. Consumer behavior is analyzed as a key component in developing effective product design, positioning, and promotional strategies. Students also examine the role of consumer lifestyle data in segmenting the market into target markets.

- H. PRE-REQUISITES: None Yes If yes, list below:

BSAD 203 Marketing and 45 credit hours, or permission of instructor

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (*see key below*)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
a. Analyze and describe the behavior of individuals as consumers.	Demonstrate the ability to identify and evaluate relevant		2-Crit Think ISLO ISLO	CA IA Subsets Subsets

	information for decision-making.			
b. Explain the role of consumer behavior within marketing.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2-Crit Think ISLO ISLO	CA IA Subsets Subsets
c. Examine steps in the consumer decision making process.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think 5-Ind, Prof, Disc, Know Skills ISLO	CA IA Subsets Subsets
d. Identify internal and external influencers of consumer behavior.	Describe the external forces (e.g. legal/regulatory, economic, global, industry, and customer) applicable to business operations		2-Crit Think ISLO ISLO	CA IA Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking

	<i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

Babin, B., Harris, E. CB (9th ed.). Mason, OH: Cengage Learning.

L. REFERENCES:

None

M. EQUIPMENT: None Needed: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Quizzes, Exams, and Participation

P. DETAILED COURSE OUTLINE:

I. Introduction to Consumer Behavior

A. What is Consumer Behavior

- 1. Consumption and Consumer Behavior**
- 2. Competition and Customer Relationship Building**
- 3. Role of Consumer Behavior in Marketing**

B. Consumer Behavior and Value

- 1. Components of the Consumer Behavior Value Framework**
- 2. Types of Value**
- 3. Perceptual Maps**
- 4. Market Segmentation**

II. Internal Influences of Consumer Behavior

A. Learning and Comprehension

- 1. Consumer Perception**
- 2. Implicit and Explicit Memory**
- 3. Gaining Consumer Attention**
- 4. Intentional and Unintentional Learning**

5. Influencers of Consumer Comprehension

6. Consumer Knowledge

B. Consumer Motivation and Emotion

- 1. Drivers of Consumer Behavior**
- 2. Consumer Emotions and Value**
- 3. Measuring Emotion**
- 4. Types of Emotional Behavior**

C. Lifestyle, Personality, and Self-Concept

- 1. Consumer Lifestyles**
- 2. Personality in Consumer Behavior**
- 3. Self-Concept in Consumer Behavior**
- 4. Consumer Traits Analyzed in Consumer Behavior Research**

D. Consumer Attitudes and Persuasion

- 1. Functions and Components of Attitude**
- 2. Consumer Attitude Models**
- 3. Attitude Change Theory**
- 4. Message and its Effect on Persuasion**

III. External Influences on Consumer Behavior

A. Consumer Culture

- 1. Culture and Meaning**
- 2. Society and Consumer Values**
- 3. Contemporary Consumer Cultures**

B. Group Influences and Consumer Behavior

- 1. Reference Groups**
- 2. Word-of-Mouth**
- 3. Social Power**
- 4. Household Decision Making**

IV. Consumption Decisions and Consumer Behavior

A. Situational Factors as Influencers of Consumer Behavior

- 1. Time**
- 2. Location**
- 3. Value**

3. Atmosphere
4. Consumption and Impulse Buying

B. Consumer Decision Making Process

1. Need Recognition
2. Internal and External Information Search
3. Alternative Evaluation
5. Purchase Decision

6. Post Purchase Processes

V. Customer Relationships and Ethics in Consumer Behavior

A. Customer Relationships

1. Result of Consumption
2. Broadcast of Post Purchase Experience
3. Customer Loyalty
3. Switching Behavior
4. Customer Relationship Value

B. Consumer Misbehavior

1. Types of Consumer Misbehavior
2. Consumer Misbehavior vs. Problem Behavior
3. Consumer Ethics and Misbehavior

C. Ethics

1. Consumerism
2. Public Opinion of Marketing
3. Regulation

Q. LABORATORY OUTLINE: None Yes