

MRKG 201 Consumer Behavior

This course will help students understand how consumer behavior is central to the planning, development, and implementation of marketing strategies. In addition to discussing classic consumer behavior concepts, such as personality, perception, learning, and attitude, this course will shed light on contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the marketing industry. *(Prerequisite: MRKG 101)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate detailed understanding of core theories and principles of consumer behavior.
2. Use the appropriate models of consumer behavior to plan and develop an effective marketing strategy.
3. Evaluate marketers' use of consumer behavior knowledge in marketing strategy.
4. Use some advanced skills to construct written work which is reasonably presented and communicate ideas clearly with peers, senior colleagues and specialists.
5. Operate with accountability, both independently and in a teamwork environment in the field of consumer behavior.

Textbook & Course Materials:

- *Schiffman, L. G., & Wisenblit, J. L. (2015). Consumer Behavior (11th Editi). New Jersey: Global Edition. Pearson*

Course Content:

1. Consumer Behavior and Technology
2. Consumer Motivation
3. Personality
4. Consumer Perception and Positioning
5. Consumer Learning
6. Consumer and Social Well-Being
7. Consumer Attitude
8. Persuading Customers
9. Reference Groups and Communities