

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)* (3 credits)

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. Using some advanced-level skills, plan and develop an effective marketing strategy using models of consumer behavior.
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. Demonstrate autonomy while working independently or as part of a team in the creation and implementation of marketing strategy using models 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