CONSUMER BEHAVIOR

Second Semester 1435

MKT 301

Common to all the sections

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## Instructor: Tanvir Farooq Khan

Instructor

Department of Marketing

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**Required Text Books:**

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| **CONSUMER BEHAVIOR** | |
| **Reference Books** | **Author / Publication** |
| **Consumer behavior** | **Schiffman and Kanuk**  **Prentice Hall, ISBN-139780137006700, Tenth edition, Global edition** |
| Consumer Behavior- A Strategic Approach | [Henry Assael](http://shopping.yahoo.com/search;_ylt=AkZ8tp2mTmdDHIlFoI_jR5ECyNsA?p=Henry+Assael), Houghton Mifflin Company, 2003 or latest. |
| Consumer Behavior | [Del I. Hawkins](http://www.pricegrabber.com/search.php/bkcontrib_id=2002746), [Roger J. Best](http://www.pricegrabber.com/search.php/bkcontrib_id=2078470), [Kenneth A. Coney](http://www.pricegrabber.com/search.php/bkcontrib_id=2096003), and [David L. Mothersbaugh](http://www.pricegrabber.com/search.php/bkcontrib_id=11859450), McGraw-Hill/Irwin. 2009 or latest. |
| Consumer Behavior and Marketing Strategy | Paul Peter and Jerry Olson, McGraw-Hill Higher Education. |

**Detailed Curriculum**

**Introduction:**

This course focuses on the study of the buying and consumption behavior of individuals and families and the various factors influencing their buying decisions including cultural, social, psychological, commercial, and situational factors.

It discusses the principles, concepts, and theories that stem from other social sciences such as psychology, social psychology, sociology, cultural anthropology, economics, and others, and apply them to the purchasing and consumption behavior of individuals.

The course gives special attention to the ways in which these principles, concepts, and theories can be applied effectively in building marketing strategies.

**Course contents:**

1. Consumer Behavior – Meeting Changes and Challenges

1. The Consumer Research Process
2. Market Segmentation and Strategic Target
3. Consumer Motivation

**Mid I exam (20 points)**

1. Personality and Consumer Behavior
2. Consumer Perception
3. Consumer Learning:

**Mid II exam (20 points)**

1. Consumer Attitude Formation and Change
2. Communication and Consumer Behavior
3. The family and social class
4. Influence of Culture and subculture on Consumer behavior
5. Consumer Decision Making and Beyond

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**Course Nature:**

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and homework assignments, as well as pop-up quiz’s. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can’t be given as effectively any other way. In-class exercises, homework assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and interactive, this class will be for all of us. We will learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

# Method of Assessment (100 total potential points)

1. **Exams:** (80points)

There will be three exams. The first two are each worth 20points. Dates for exams are determent on the progress of the course work. The first exam is due at the end of the fourth chapter. The second exam is due after the completion of the seventh chapter. The final exam is worth 40 points and will be administrated at the final week. The date will be posted when final exam schedule is available.There will be **no make–up Exams** without official excused documentation for your absence.

Exams are **comprehensive**. Each exam will cover chapters from the assigned readings from the textbook, Power Point Slides, and from the Homework Assignments. Exams will consist of multiple choice and true or false questions and long essay questions testing conceptual and practical knowledge of students.

# Assignments and quiz’s (12 points)

Students will work on numerous assignments during the semester. Each assignment will be discussed and explained to the class at time.

Attendance Policy: You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions, exercises, and homework

Use your own judgment; attendance usually has a high correlation with how well you do in a course. **If you are late**, please call back at the end of the class **Don't knock the door to enter the class. Each unexcused missed class will result in a deduction of half a point from the total points for the course.**

It is the university policy to insure that students take full advantage of their classes. In case of unexcused or excused absences exceeding %25 of semester classes the student will not be allowed to take the final exam.

1. **End of semester course report (8 points).** You will be asked to complete an academic course report about a topic in the field of marketing that is related to C.B. A road map and guide to help you write the report will be provided to you. The deadline to submit the report as well as grading policy will be explained during the class.

The following link could help you in organizing your report.

<http://www2.elc.polyu.edu.hk/cill/reports.htm>.

# Semester Grade

The final grade will be awarded as follows:

**A+ = 95 % and above C+ = 75 – 79%**

**A = 90.0 – 94% C = 70 – 74%**

**B+ = 85 – 89% D + = 65 – 69%**

**B = 80 – 84% D = 60 – 64%**

**F = 59% and below**

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**Academic Dishonesty:**

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

**Students with Disabilities:**

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap friendly.

In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate his needs.