

Marketing 301: Consumer Behavior **Spring 2020**

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Office: Room 9, 2nd Floor, Department of Marketing, Build. 3, CBA

Office Hours: Sunday (12-1), Tuesday(12-1), Thursday (12-1).

Lecture Hours: 42009 M (9-12), Build. 3, Room A14
49578 S, T, R (9-10), Build. 3, Room A14
42010 S, T, R (11-12), Build. 31, Room A6

Course Description:

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

Course Goal:

To acquaint students with the role of consumer behavior in shaping the marketing strategies of business firms, along with a strong understanding of the culture, social, and psychological factors that influence consumer behavior.

It is vital at this point for students to have a full knowledge on how to benefit from the study of consumer behavior in developing and improving marketing strategy, through a solid understanding of the stages of buying decision process.

Required Textbook:

Consumer Behavior, Leon G. Schiffman, Joseph L. Wisenblit, Pearson, Eleventh Edition(Global Edition).

Course Resources:

- University Digital Library
- Following the strategic decision process of various global companies
- Reading articles, and discussing different case studies.

Recommended References:

- Barry Babin and Eric Harris, 2016, Consumer Behavior. Cengage Learning 7th ed.
- Henry Assael, **Consumer Behavior- A Strategic Approach**. Houghton Mifflin Company, 2003 or latest.
- Del I. Hawkins, Roger J. Best, Kenneth A. Coney, and David L. Mothersbaugh, **Consumer Behavior**. McGraw-Hill/Irwin. 2009.
- Paul Peter and Jerry Olson, **Consumer Behavior and Marketing Strategy**. McGraw-Hill Higher Education.

Course Expectations:

- 1.** Students are expected to come to class. You need to discuss any situations that are impacting your attendance – as they arise – and in advance. **There are no make-up exams and quizzes, and no late assignments accepted.**
- 2.** Students are expected to be prepared for class. You need to read the material designated for the day and be ready to participate in the order of business for the day.
- 3.** Students are expected to do and submit their own work. Be sure to **cite** any thing that is not your original thought!
- 4.** Students are expected to demonstrate professionalism and integrity.

Method of Assessment (100 total potential points)

1. Exams:(80 points)

There will be three exams. The first two are worth 40 points. Dates for exams are determined on the progress of the course work. The first exam will **include chapter (1+3+4)**. The second exam will **include chapter (6+7+9)**. The final exam is worth 40 points and will be administered at the finals 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.

Note: Exams shall be comprehensive and specific chapters from the textbook shall be covered, besides, Power Point Slides, and Homework Assignments. Exams will consist of multiple-choice and True or False Statements and could include Short Essay Questions.

2. Class Participation, and assignments (20points)

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.

Note: If you are late, please calls 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 ensure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with (حرمان).

GRADING PLAN

Points	Assessment	Date
2	participations	
40	2 Mid Term Exams (20 grades each)	Mid 1: 20/2/2020 (12-1) Thursday Mid 2: 4/4/2020 (4-5) Saturday
3	Mini research	2/4/2020
5	Project presentation	9/4/2020
10	Project report	9/4/2020
40	Final Exam	10/5/2020

Note: No extra credit assignments will be available. Late work is not accepted. Assignments turned in late will receive a zero. If you miss a class, it is your responsibility to get notes, assignments, exercises or other materials from another student. Missing class does not excuse you from or change assignment due dates.

Syllabus Changes:

Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor.

Semester Grading Scale:

The final grade will be awarded as follows:

A+ = 95% and above	A = 90 to 94%
B+ = 85 to 89%	B = 80 to 84%
C+ = 75 to 79 %	C = 70 to 74%

D+ =65 to 69%
 F = 59% and below.

D = 60 to 64%

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.

**TENTATIVE SCHEDULE
 MKT 301: CONSUMER BEHAVIOR**

weeks	Topic and Assignment
1	Introduction in Consumer behavior(Ch. 1)
2	Consumer Behavior: Meeting Changes and Challenges (Ch. 1)
3	The Psychological concepts that account for individual behavior Consumer Motivation (Ch.3)
4	Personality and consumer Behavior (Ch.3)
5 Mid Term 1	Consumer Perception (Ch.4)
6	Consumer Attitude Formation and Change (Ch.6)
7	Consumer Attitude Formation and Change (Ch.6)
8	Persuading consumer (Ch.7)
9	Reference Groups and Word-of-Mouth (Ch.9)
10	The Family and Its Social Class Standing (ch10)
11 Mid Term 2	Culture (Ch.11) , Subcultures (Ch.12) , Cross - cultural consumer behavior (Ch.13)
12	Marketing Ethics and Social responsibility (Ch. 15)
13	Marketing Ethics and Social responsibility (Ch. 15)
	Final Exam <u>Grades 40</u>

Good luck