



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

King Saud University
School of Business
Marketing Department

2016
Instructor: dr.wafa Almobaireek
Office # 9

Syllabus

Consumer Behavior

MKT 301

Instructor: Dr. wafa Almobaireek
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Office Hours: (Sunday-Tuesday-Thursday) 11:00am - 1:00pm
Contact should be through email

Sun-Tue-Thu:
Lecture Hours: 9:00-10:00, Room 25A
10:00-11:00, Room 12A

Social Media:

COURSE DESCRIPTION:

This course focuses on the study of the buying and consumption behaviour 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 behaviour 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 behaviour in shaping the marketing strategies of business firms, along with a strong understanding of the culture, social, and psychological factors that influence consumer behaviour.



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.

COURSE EXTERNAL RESOURCES:

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

REQUIRED TEXT:

Leon Schiffman and Leslie Kanuk, '*Consumer Behaviour*'. Prentice-Hall.

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.

ATTENDANCE & PARTICIPATION POLICY

You are expected to attend all class sessions. Your participation is important! If you are absent for assigned work, I will use discretion to the nature (if any) of the make-up work. There are two types of absences: excused and unexcused. An excused absence is when you notify me prior to class, and I give you permission to be absent. All other absences are considered unexcused. You are allowed FOUR unexcused absences ONLY!

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.



LIST OF TOPICS

Date	Chapter	Topic and Assignment
Week 1 7-11/4/1437		Introduction in Consumer behavior
Week 2 14-18/4/1437		Consumer Behavior: Meeting Changes and Challenges
Week 3 21-25/4/1437		The Psychological concepts that account for individual behavior Consumer Motivation
Week 4 28/4-2/5		Personality and consumer Behavior
Week 5 5-9/5-1437		Consumer Perception
Week 6 12-16/5-1437		Consumer Learning
Week 7 19-23/5-1437	Mid Term 1	<u>Sunday 19/5/1437 28/2/2016 cession 42010</u> <u>Tuesday 21/5/1437 1/3/206 cession 42009</u> <u>Grades 15 points each</u>
Week 8 26/5 -1/6		Communication and Consumer Behavior
Week 9 4-8/6- 1437		<u>Midterm Break</u>
Week 10 11-15/6-1437		Consumer in their social and cultural settings The Family and Its Social Class Standing
Week 11 18-22/6-1437		Influence of Culture on Consumer Behavior
Week 12 25-29/6-1437		<u>Tuesday 26/6/1437 5/4/2016 cession 42009</u> Subcultures and Consumer Behavior
Week 13 3-7/7-1437	Mid Term 2	<u>Tuesday 4/7/1437 11/4/206 cession 42010</u> <u>Grades 15 points each</u>
Week 14 10-14/7 -1437		The consumer Decision Making Process and Ethical Dimensions Consumer and the Diffusion of Innovation Consumer Decision Making and Beyond
Week 15 17-21/7 -1437		Project Presentation



Grading Plan

Points	Assessment	Date
10 points	Quizzes/Assignment	To be Announced
30 points	Mid Terms	
5 point	2 Video cases (Groups)	
5 point	1 Case (Individual)	
10 points	Project	Presentation Week 15
40 point	Final Exam	

Course Effectiveness Matrix 301mkt

Course Learning Objective	Linked to Program Learning Outcomes (PLO)	Teaching Strategies	Assessment Methods
Students understanding the role of consumer behavior in the marketing strategies	LG1. OB 1.1-1.2	<ul style="list-style-type: none"> - Cooperative learning - Action learning - Classroom discussion 	<ul style="list-style-type: none"> - Midterm, - Participation, - Discussion
Analyzing and understanding of the culture, social, and psychological factors that influence consumer behavior	LG 2& 4: OB 2.1, 2.3 4.1,4.2	<ul style="list-style-type: none"> - Case Analysis - Exercise 	<ul style="list-style-type: none"> - Analysis - Business case - Exercises & homework
Full Knowledge on how to benefit from the study of consumer behavior in developing and improving marketing strategy	LG 5 & 6: OB 6.1	Case Study, group discussion	<ul style="list-style-type: none"> - Midterm - In class dialogues and discussion - Written reports - Group homework
Project	LG 7: OB 1.1	Select a company and apply a consumer behavior in marketing strategy	Group Project



Here the objectives that we have to cover in the project, home assignment, case study and quizzes

		Course Teaching Strategies	Course Assessment Methods
1.0	Knowledge		
1.1	Students will be able to recognize the importance of studying consumer behavior and its relationship to the marketing strategies of the firm.	<ul style="list-style-type: none"> - Lectures. - Student participation and discussion individually and in teams. - Preparing research papers. - Student presentations. 	<ul style="list-style-type: none"> - Monthly tests. - Final exam. - Short papers.
1.2	Students will be able to list the differences between consumer buying behavior and organizational buying behavior.		
1.3	Students will be able to define the stages and details of the buying decision making process.		
1.4	Students will be able to describe the importance and strategies of product positioning.		
1.5	Students will be able to state the reasons, criteria, and process of market segmentation.		
1.6	Students will be able to describe various cultural, social, situational, and psychological factors affecting the buying and consumption behavior of individuals and families.		
2.0	Cognitive Skills		
2.1	<i>Students will be able to recognize course topics.</i>	<ul style="list-style-type: none"> - Encourage students to share ideas and discussions. - Assigning tasks and homework to students and evaluating them. - Connecting theory to applications by giving real examples from businesses. - Case discussions 	<ul style="list-style-type: none"> - Students' class participation - Written tests. - Short papers. - Case analysis
2.2	<i>Students will be able to explain knowledge gained.</i>		
2.3	<i>Students will be able to analyse and involve in constructive criticism of issues in the cases.</i>		
2.4	<i>Students will be able to search information on consumer research.</i>		
2.5	<i>Students will be able to justify ethics.</i>		
2.6	<i>Students will be able to clearly explain topics orally and in writing.</i>		
2.7	<i>Students will be able to design consumer research study.</i>		
3.0	Interpersonal Skills & Responsibility		
3.1	Students will be able to show meaningful dialogues and acceptance of others' opinions.	<ul style="list-style-type: none"> - Encouraging student discussions in class. - Assign tasks of peer assessment among 	<ul style="list-style-type: none"> - Evaluating presentations. - Measuring the performance of students
3.2	Students will be able to demonstrate the ability to persuade others in order to get the needed		



information. 3.3 Students will be able to evaluate response of other student on the task and homework assignments. 3.4 Students will be able to use linguistic and dialogue skills in discussions with others. 3.5 Students will be able to show the positive behavior.	students.	in homework assignments quantitatively as well as qualitatively.
4.0	Communication, Information Technology, Numerical	
4.1 Students will be able to do research using internet on upgrading the course materials. 4.2 Students will be able to research databases using Internet. 4.3 Students will be able to demonstrate communications among peer groups. 4.4 Students will be able to appraise listening skills. 4.5 Students will be able to constructively criticize thoughts of others. 4.6 Students will be able to research for relevant issues on internet. 4.7 Students will be able to demonstrate persuasion of others.	- Developing the communication skills of students in class including speaking, listening, and persuading. - Assigning students short research studies and home works on the Internet.	- Observing students' communication in and out of class. - Evaluating students' performance in the Internet homework.

Best wishes to you all

