

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**School of Business**  
**MKTG307**  
**Consumer Behavior**  
**Credit Hours: 3**  
**Length of Course: 8 Weeks**  
**Prerequisite: None**

Please see the **Lessons** area in the classroom for additional course specific information

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### Course Description (Catalog)

This course explores consumer behavior from determining consumer needs and wants, the process by which they are satisfied, and the environment in which the behavior occurs. The objectives of the course are to introduce the student to concepts developed in psychology, economics, and sociology and their relationship to consumer behavior, to involve the student directly in the study and analysis of consumer behavior, and to develop in students the ability to translate what can be learned into marketing action implications.

### Course Scope

This senior-level marketing course provides students with (1) theory about consumer behavior and (2) an understanding of how CB concepts can be applied to marketing management, to our roles as consumers, and to everyday life. Consumer Behavior applies concepts, theories, and principles from the various social (behavioral) sciences to understand factors influencing the acquisition, consumption, and disposition of goods, services, and ideas.

Consumer Behavior is one of the most exciting areas in the study of marketing! Every day, all around us, the use of various marketing mix tools to inform, persuade, and influence our purchase decisions competes with other stimuli for our attention—and our hard-earned money! In studying the topic, you will learn how marketers identify and exploit various sources of influence—from learning about the way we think and process marketplace information to how our product choices and purchase decisions are shaped by our relationships with others, even by our dreams and aspirations.

The primary course goal is to provide you with a viable executive-level understanding of Consumer Behavior. Knowledge of the principles you will study in this course is becoming increasingly important for marketing managers (and even public policy makers). Quite simply, in order to develop the goods and services that will fulfill

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the needs and wants of marketplace buyers, as well as an effective marketing program (and, for public policy

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makers, effective consumer protection), knowledge of those individuals' Consumer Behavior is necessary. Applications in this course are primarily from the marketing manager's perspective in marketing consumer goods and services, with special emphasis on advertising and promotion.

A secondary course goal is to develop your knowledge of Consumer Behavior as a major aspect of human behavior. Thus, applications are also from the consumer's perspective in making consumption decisions in the marketplace and in everyday decisions in life. The course will also aid your understanding of the human society in which we dwell.

The course is 1) descriptive—background theoretical principles are presented and discussed—and 2) applications oriented—experiential exercises are undertaken and discussed, case studies are analyzed, and examples of marketing strategy implementation of Consumer Behavior concepts and theories are analyzed through experiential exercises from the textbook and in-class discussions.

## **Course Materials**

**Assigned readings are contained in the lessons area in the classroom**

## **Course Objectives**

The study of Consumer Behavior is intended to acquaint you with what marketers need to know to understand their task of meeting the needs and wants of consumers in the development of marketing strategy, as well as what it means to be a consumer in a market-oriented society. Accordingly, the learning outcomes/goals of this course are that you:

- LO1: Explain fundamental consumer behavior concepts
- LO2: Apply consumer behavior concepts to real-world strategic marketing management decision making.
- LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.
- LO4: Articulate social and psychological factors and their influence your behavior as a consumer
- LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.
- LO6: Explain the importance of ethical behavior on the part of marketers.

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**Course Outline**

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>
<b>Wk 1</b>	Consumers in the Market Place	LO1: Explain fundamental consumer behavior concepts LO2: Apply consumer behavior concepts to real-world strategic marketing management decision making. LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer. LO4: Articulate social and psychological factors and their influence your behavior as a consumer LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace. LO6: Explain the importance of ethical behavior on the part of marketers
<b>Wk 2</b>	Problem Recognition and Information Search	LO1: Explain fundamental consumer behavior concepts LO2: Apply consumer behavior concepts to real-world strategic marketing management decision making. LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer. LO4: Articulate social and psychological factors and their influence your behavior as a consumer LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace. LO6: Explain the importance of ethical behavior on the part of marketers

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<b>Wk 3</b>	Applying Consumer Behavior Concepts to Real World Strategic Marketing Management Decision Making	LO2: Apply consumer behavior concepts to real-world strategic marketing management decision making. LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.
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		<p>LO4: Articulate social and psychological factors and their influence your behavior as a consumer</p> <p>LO6: Explain the importance of ethical behavior on the part of marketers</p>
<b>Wk 4</b>	Psychological Influences on Consumer Behavior	<p>LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.</p> <p>LO4: Articulate social and psychological factors and their influence your behavior as a consumer</p> <p>LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.</p> <p>LO6: Explain the importance of ethical behavior on the part of marketers</p>
<b>Wk 5</b>	Sociological Influences on Consumer Decision Making	<p>LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.</p> <p>LO4: Articulate social and psychological factors and their influence your behavior as a consumer</p> <p>LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.</p> <p>LO6: Explain the importance of ethical behavior on the part of marketers</p>

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<b>Wk 6</b>	Reference Group Influences	LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.  LO4: Articulate social and psychological factors and their influence your behavior as a consumer  LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.  LO6: Explain the importance of ethical behavior on the part of marketers
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<p><b>Wk 7</b></p>	<p>Special Topics in Consumer Behavior</p>	<p>LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.</p> <p>LO4: Articulate social and psychological factors and their influence your behavior as a consumer</p> <p>LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.</p> <p>LO6: Explain the importance of ethical behavior on the part of marketers</p>
<p><b>Wk 8</b></p>	<p>Organizational Buying and Innovation</p>	<p>LO3: Interpret consumer behavior concepts and their ability to make you become a better consumer.</p> <p>LO4: Articulate social and psychological factors and their influence your behavior as a consumer</p> <p>LO5: Examine the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.</p> <p>LO6: Explain the importance of ethical behavior on the part of marketers</p>

**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week



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## **Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### **Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Late Assignments**

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts

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to stifle the Forum of others.

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- ❏ **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

### **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- ❏ **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- ❏ **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- ❏ **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- ❏ **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

**Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open

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Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

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- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

### Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.