

**School of Business**

**Department of Marketing & International Business**

|  |  |
| --- | --- |
| **Course Name:** | **Consumer Behavior** |
| **Course Code**  **& Section No:** | **MKT344** |
| **Semester:** | **Spring 2015** |

|  |  |
| --- | --- |
| Instructor & Department Information | |
| 1. **Instructor Name:** | Mahtab Muntazeri | |
| 1. **Office Location** | NAC711 | |
| 1. **Office Hours:** | ST 01:30-02:30PM  MW 11:00-02:00pm | |
| 1. **Office Phone:** | - | |
| 1. **Email Address:** | mahtab.muntazeri@hotmail.com  m.muntazeri@northsouth.edu | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  School of Business Website: http://www.northsouth.edu/academic/sob/  Course Website: http://mahtab-nsu.weebly.com/ | |

|  |  |
| --- | --- |
| Course & Section Information | |
| **Class Time & Location** | MW 02:40-04:10pm. NAC603 | |
| **Course Prerequisite(s)** | MKT 202- Introduction to Marketing | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | The study of consumer behavior enables marketers to understand and predict the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of product and services that they expect will satisfy their need. This course provides a conceptual understanding of Consumer Behavior integrating theories from psychology, targeting and then positioning using different communication mixes. | |
| **Course Objectives** | • to acquire a framework for analyzing consumer behavior problems  • to learn how consumer behavior can be affected by different marketing strategies  • to show how behavioral evidence can be used to evaluate alternative marketing strategies  • to develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories  • to acquire experience in applying these theories to real-world consumer behavior problems | |
| **Student Learning Outcomes** | Upon the successful completion of this course students will be able to   * understand three major influences on consumer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded. * understand marketing strategies, develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities. | |

|  |
| --- |
| Learning Resources And Textbook(s) |

**Text Book(s)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Leon G. Schiffman, Leslie L. Kanuk | Consumer Behavior (Global edition) | 10th, 2009 | **Pearson** | 10**: 0135053013 / 0-13-505301-3** 13:**9780135053010** |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Reference Book | 1) Consumer Behavior (South Asian version), 10th edition, Leon G. Schiffman, Leslie L. Kanuk, S. Ramesh Kumar **2)** Consumer Behavior-Buying, Having and Being, 9th edition, Michael R. Solomon | Academic |  |

|  |
| --- |
| Teaching Strategy |

The classes will be conducted through various activities including presentation of marketing concepts and issues, discussion and exchanges of ideas related to consumers’ behavior and action, student initiative and active involvement, cases abstracting actual business practices, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

|  |  |
| --- | --- |
| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| MID 1 | 20% |
| MID 2 | 20% |
| Quiz | 10% |
| Class Participation & Attendance | 5% |
| Final Exam | 25% |
| Group project (Term paper+ presentation) | 20% |

Please Refer to NSU Student Handbook, Section: “Grading Policy”

|  |  |
| --- | --- |
| Classroom Rules of Conduct | |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.  Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines”. | |
| **Late Assignment Policy** |  | |
| Promptness is a highly valued attribute in the workplace. Employees are expected to plan ahead to meet deadlines. Managers reprimand or terminate employees who are repeatedly late in submitting assignments. In this course, submitting assignments late will be penalized. For each day late, 10 percent will be deducted from the value of the assignment. | | |

|  |  |
| --- | --- |
| **Group ProjectS Policy** |  |
| Each group (between 2-5 students) will submit a final report consisting of: 3500 words or 14-15 pages, font – Times New Roman, font size – 12, and double spaced (hard copy and electronic copy). Each team will also present the project for 20 to 25 minutes. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. | |

|  |
| --- |
| Exams & Make Up Policy |
| In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Cell phones are prohibited in exam sessions. |

|  |
| --- |
| Attendance Policy |
| Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance. |
| Communication Policy |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. |

|  |
| --- |
| Appropriate Use Policy |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. |

|  |
| --- |
| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Special Needs Section  Telephones: Location:  Email:  Please Refer to NSU Student Handbook, Section: “Special Needs Services”  The above service is not in place now but will be developed in the near future. |

|  |
| --- |
| Students Support and Learning Resources |
| 1. SOB-Learning Center: 2. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.   Students Learning & Support Center (SLSC)  Tel:  Fax:  Location:  E-mail:  This service will be available in the near future. |

|  |
| --- |
| Students Complaints Policy |
| Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. |

|  |  |
| --- | --- |
| Course Contents &Schedule |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Topic** | **Date/Week** | **اChapter/Assignment** |
|  | Introduction | 1 |  |
|  | Consumer Behavior: Meeting Changes and Challenges | 2 | Chapter 1 |
|  | The Consumer Research Process | 3 | Chapter 2 |
|  | Market Segmentation and Strategic Targeting | 4 | Chapter 3 |
|  | Consumer Motivation | 5 | Chapter 4 |
|  | **MID 1** | 6 |  |
|  | Personality and Consumer Behavior | 7 | Chapter 5 |
|  | Consumer Perception | 8 | Chapter 6 |
|  | Consumer Learning | 9 | Chapter 7 |
|  | **MID 2** | 10 |  |
|  | Consumer attitude formation and change | 11 | Chapter 8 |
|  | The influence of Family, culture, subculture, cross culture on Consumer Behavior | 12 | Chapter 10, 11, 12, 13 |
|  | Consumer decision making process and Consumer influence of diffusion for innovation | 13 | Chapter 14, 15 |
|  | Presentation | 14 |  |
|  | **Final Exam** | 15 |  |

Note: The instructor reserves the right to make changes to the syllabus if necessary.