

Course	MRKT 5950 Consumer Behavior								
Term	Example: Spring 2, 2010								
Instructor	Bill Yeager byeager@webster.edu 816-537-6686								
Catalog Description	This course includes an analysis of consumer motivation, buyer behavior and perceptions, market adjustment, and product innovation relative to current theories of consumer market behavior and product reactions. Communication vehicles necessary to target specific marketing strategies to address unique consumer buying behavior traits are an integral part of this course.								
Prerequisites	MRKT 5000 Marketing								
Course Level Learning Outcomes	<p>Upon completion of this course the student should:</p> <ul style="list-style-type: none"> • Have a complete understanding of consumer buying habits • Be able to identify the driving factors towards purchasing the product. • Be able to identify ways to target products in the market based on consumer buying habits. • Have a functional understanding of the consumer buying process and how it affects the success of the marketing • Be able to recognize the importance of building customer relationships and how to leverage this into the overall promotion plan. 								
Materials	<p><i>Consumer Behavior, Tenth Edition</i> Leon G. Schiffman & Leslie Lazar Kanuk Prentice Hall ISBN 10: 0-13-505301-3</p>								
Grading	<table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Consumer Behavior Project</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Mid-term exam</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">10%</td> </tr> </table>	Consumer Behavior Project	30%	Mid-term exam	30%	Final Exam	30%	Class Participation	10%
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Activities	A major consumer behavior project will be a major part of the course activities. This project will be a comprehensive building experience the will require weekly checkpoints for assessment. The students will be expected to be able to review progress with milestone dates identified to								

	assure adequate progress.
Policy Statements: University Policies	(
Course Policies	This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.
Weekly Schedule	<p>Week 1 Topics:</p> <ul style="list-style-type: none"> • Course Introduction Consumer Behavior <p>Assignment for week 2:</p> <ul style="list-style-type: none"> • Read Chapters 1, 2 &3, Consumer Behavior • Discuss • Video: Proctor & Gamble <p>Week 2 Topics:</p> <ul style="list-style-type: none"> • Decision Making Process <p>Assignment for Week 3:</p> <ul style="list-style-type: none"> • Read Chapters 4,5,and 6 • Case: C-5, Consumer Research <p>Week 3 Topics:</p> <ul style="list-style-type: none"> • Individual Consumerism <p>Assignment for Week 4</p> <ul style="list-style-type: none"> • Read Chapters 7, 8 and 9 • Submit Topic for Project • Case C-21, Communication <p>Week 4 Topics:</p> <ul style="list-style-type: none"> • Discuss Consumer Perceptions <p>Assignment for Week 5</p> <ul style="list-style-type: none"> • Review for Mid-term Exam • Video, Global Business & Ethics

	<p>Week 5 Topics:</p> <ul style="list-style-type: none"> • Mid-term Exam <p>Assignment for Week 6</p> <ul style="list-style-type: none"> • Read Chapters 10,11 and 12 • Video, Motorola <p>Week 6 Topics:</p> <ul style="list-style-type: none"> • Cross Cultural Consumer Behavior. <p>Assignment for Week 7</p> <ul style="list-style-type: none"> • Read Chapters 13 and 14 • Case, C-31 Subcultures-Kraft <p>Week 7 Topics:</p> <ul style="list-style-type: none"> • Consumer Decision Making • Project Presentations <p>Assignment for Week 8:</p> <ul style="list-style-type: none"> • Read Chapters 15 and 16 • Video, Harley Davidson • Case, C-36 We Blog <p>Week 8 Topics:</p> <ul style="list-style-type: none"> • Decision Processes • Project Presentations <p>Assignment for Week 9</p> <ul style="list-style-type: none"> • Review for Final <p>Week 9 Topic:</p> <ul style="list-style-type: none"> • Final Exam
Additional Information	NONE

