

MGT 517: Behavioral Decision Making

It attempts to explain and predict the ways in which consumers think and behave in a given situation. How do consumers interpret advertising information? Why do people buy? Why not? Who and what are consumers relying upon for information? How can marketers predict behaviors from attitudes? How do consumers make decisions? How do we consume and dispose of products? In order to answer these kinds of questions, consumer behavior course draws heavily on the disciplines of psychology, economics, sociology and anthropology. In this course, students will survey the relevant theory and learn how to apply these concepts to real world marketing situations. Course contents will be considering the social, ethical, regulatory, environmental and technological contexts in which consumers think and act.

Course Contents:

- Introduction to Consumer Behavior; The study of Consumer Behavior
- Market Segmentation and Strategy; Personality and Lifestyles
- Self and self-identity; Consumer Motivation and Involvement
- Attitudes and Persuasion; Consumer Perception (*Journal Part I Due.*)
- Consumer Learning and Memory; Communication and on-line Consumer Behavior
- Product Meaning and Design; *CB Wars*; Consumers as Decision Makers
- Consumers; Culture and Sub-cultures

Text Book:

Michael R. Solomon: Consumer Behavior: Buying, Having and Being, 6TH Edition