



INSTITUTE OF BUSINESS & MANGEMENT (IB&M)
UNIVERSITY OF ENGINEERING AND TECHNOLOGY
(UET), LAHORE



COURSE OUTLINE

Course: **Consumer Behavior**

Semester: **4th**

Credit Hours: **3**

Instructor: **Ms. Zarmeena Malik**

E-mail: **zarmeena.malik.uet.ibm@gmail.com**

Course Code: **MGT 231**

Class: **BBA (Hons) 2018**

Total hours: **16*3= 48**

Pre-requisite: Principles of Marketing

Office Hours: Wed 11:00-12:00 am

Thu 08:00-09:00 am

Course Introduction/Description:

Companies base their marketing strategy on their understanding of customers. The general objective of this course is to give students in-depth insight in various aspects of consumer behavior. It provides insight into how people behave as consumers and discusses the theoretical and managerial implications of such behavior for firms.

Students will develop an understanding of peoples' consumption-related behaviors and to understand marketing strategies intended to influence those behaviors. Students will explore consumer perception and how marketers must consider product positioning, motivation, personality etc when building stimuli into a marketing program. They should be able to reflect upon different ethical challenges concerning how marketing activities influence consumers and how consumption affects modern society.

Course Content

- Buying, Having and Being: An Introduction to Consumer Behavior
- Technology Driven Consumer Behavior
- Segmentation, Targeting and Positioning
- Consumer Motivation and Personality
- Consumer Perception
- Consumer Attitude Formation and Change
- Persuading Consumers
- Situational Effects on Consumer Behavior
- Reference Groups, Word-of-mouth and Social Media
- The Family
- Social Class and Lifestyles
- Marketing Ethics, Social Responsibility, Consumers and Social Well being

Method of Instruction

The course will be taught through lectures, mini cases and discussions in class.

Recommended Textbook:

Consumer Behavior, By Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar, Eleventh Edition (Publisher: Pearson)

Consumer Behavior Buying, Having, And Being, By Michael R. Solomon, Eleventh Edition (Publisher: Pearson)

Recommended Reference Books:

Consumer Behaviour An Asia Pacific Approach, By Roger Blackwell, Clare D'Souza, Mehdi Taghan, Paul Miniard, James Engel (Publisher: Thomsan)

Assessment

There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, class discussions and the textbook will be covered. The exams will test student's understanding of the course material and their ability to apply the concepts learned.

Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions.

Attendance Requirements:

- Students failing to maintain a minimum attendance of 75% in a subject during a semester shall be awarded a "WF" grade.
- It is strongly recommended that students attend every class session.

Class Participation:

Students are expected to be actively engaged in class discussions and other activities. Active engagement means substantive, thoughtful and reflective responses.

Classroom Behavior:

In class, all cell phones must be set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed.

Late Assignments:

Students are expected to meet submission requirements for assignments in a timely manner. 10% marks will be deducted per day from the total marks of that particular assignment in case of late submission.

Honesty Policy:

Any student found cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project.

Plagiarism:

Students should make sure that all submitted work is their own. Plagiarism is a form of dishonest practice. This means plagiarism includes any attempt in any piece of submitted work (e.g. an assignment or project) to present as one's own work the work of another (whether of another student or a published authority). Most students will include other people's ideas and information in their work and assignments; such material may be either quoted or digested and used by students. In either case, acknowledgement is essential.

Course Learning Objectives	Link with Program Learning Objectives	Strength of Association
CLO 1	Core business knowledge: Demonstrate competency in the underlying concepts, theory and tools taught in the core curriculum	High
CLO 2	Critical Thinking: Use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions.	High

Assessment Criteria

Assessment Tool	Mapping with CLO's
Mid Term (30%)	<ul style="list-style-type: none">• CLO 1• CLO 2
Final Term (40%)	<ul style="list-style-type: none">• CLO 1• CLO 2
Class Participation (10%)	<ul style="list-style-type: none">• CLO 1• CLO 2
Quizzes (10%)	<ul style="list-style-type: none">• CLO 1
Assignments (10%)	<ul style="list-style-type: none">• CLO 2

Detailed Weekly Plan

BBA-2018

Week no.	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Link with Course Learning Objectives	Teaching Method
1.	Buying, Having and Being: An Introduction to Consumer Behavior	To explain that marketers need to understand the wants and demands of different consumers. To explain that our choices as consumers are complex and varied.	To understand that consumer behavior is a process. To understand that our motivations to consume are complex and varied.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
2.	Technology-Driven Consumer Behavior	To explain the role of Internet in marketing and how it adds value that benefits both marketers and customers.	To understand how the Internet and related technologies improve marketing transactions by adding value.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases

		To illustrate consumer behavior as an interdisciplinary area.	To understand the inter relationships among customer value, satisfaction, retention and technology's role in designing effective retention measures and strategies.		
3.	Segmentation, Targeting and Positioning	To explain the inter-relationship among market segmentation, targeting and positioning.	To understand the bases used to segment consumers, including demographics, psychographics, product benefits sought, and product-usage related factors. To understand how to position, differentiate and reposition products.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
4.	Consumer Motivation and Personality	To explain the dynamics of motives, needs and goals and how they shape consumer behavior.	To understand motivation theories and their applications to consumer behavior.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases

		To explain how personality traits and other characteristics influence consumer behavior.	To understand how innovativeness and other personality traits influence consumer behavior.		
5.	Consumer Perception	To explain that products and commercial messages often appeal to our senses but because of the profusion of these messages, many of them won't influence us.	To understand how marketers plan and effectively incorporate sound, touch, taste etc in their products, services and commercial messages.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
6.	Consumer Attitude Formation and Change	To explain that we form attitudes in several ways and how do marketers alter attitudes.	To understand what attitudes are, how they are formed, and their role in consumer behavior.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
7.	Presentations			CLO 2	

8.	MID TERM			CLO 1 CLO 2	
9.	Persuading Consumers	To explain that how marketer structures his or her message determines how persuasive it will be.	To understand the effectiveness and limitations of prominent advertising appeals. To understand how to design persuasive messages effectively.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
10.	Situational Effects on Consumer Behavior	To explain how various factors at the time of purchase dramatically influence the consumer's decision making process.	To understand that our social and physical surroundings, temporal factors, waiting time, shopping experience, store image, in-store decision making, salesperson etc influence the consumer decision making process.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
11.				CLO 1	Lecture, Class

	Reference Groups, Word-of-mouth and Social Media	<p>To explain the credibility of reference groups, the persuasive power of celebrities etc and their influence on consumer behavior.</p> <p>To explain that social media changes the way companies and consumers interact.</p>	<p>To understand what other consumers tell us about products is more influential than formal advertising and opinion leaders are more likely to influence others product choices.</p> <p>To understand that online social networking magnifies the impact of word-of-mouth.</p>	CLO 2	Discussion, Mini Cases
12.	The Family	To explain the family as a consumer socializing agent.	To understand family decision making and its members' consumption related roles.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
13.	Social Class and Lifestyles	<p>To explain that consumers may be grouped into social classes as it says a lot about where they stand in society.</p> <p>To explain that lifestyle influences consumer choices.</p>	<p>To understand those individuals' desires to make a statement about their social class, or the class to which they belong, influence the products they like and dislike.</p> <p>To understand that lifestyle defines a pattern of</p>	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases

			consumption that reflects a person's choices of how to spend his or her time and money, and these choices are essential to define consumer identity.		
14.	Marketing Ethics, Social Responsibility, Consumers and Social Well being	To explain the meaning and importance of marketing ethics and social responsibility.	To understand that ethical business is good business and how marketers can advance society's interests. To understand how marketers can exploit consumers.	CLO 1 CLO 2	Lecture, Class Discussion, Mini Cases
15.	Presentations			CLO 2	
16.	Final-Term Examination			CLO 1 CLO 2	

