



Lincoln University

BA 257 – Consumer Behavior

COURSE SYLLABUS

Spring, 2018

Instructor:

Lecture Schedule:

Credits: 3 units / 45 lecture hours

Level: Advanced (A)

Office Hours:

e-mail:

Textbooks: Consumer Behavior: Buying, Having, and Being, Global Edition, 12/E, Michael R. Solomon, ISBN-10: 1292153105, ISBN-13: 9781292153100, 2018, Pearson

Last Revision: January 3, 2018

COURSE DESCRIPTION

This course examines consumer behavior from many perspectives, including (a) the decision process — the effects of the buyer's personality, memory for advertisements, and other factors on; (b) the effect of social pressure and social identity on what people buy; and (c) how knowledge and awareness of social and psychological influences are translated into marketing strategy — advertising, pricing, product development, and distribution. (3 units)

Prerequisite: PSYCH 10, BA 150

EDUCATIONAL OBJECTIVES

The course is designed to acquaint the student with the scope and complexity of human behavior on the buying side of the buyer-seller encounter. Although the emphasis focuses primarily on the behavior of consumers, the behavior of sellers is also examined, both individual and organizational. Industrial buying behavior is examined and contrasted.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Demonstrate clear evidence of understanding of up-to-date theories of consumer behavior, as well as be able to apply them for the analysis of the real world business environment.	PLO 1	ILO 1a, ILO 2a, ILO 3a	In-class activities, course project
2	Be able to analyze marketing strategy from the perspective of consumer decision process, as well as various social and psychological influences.	PLO 2	ILO 1a, ILO 6a	Case studies, homework, in-class activities
3	Develop and implement external communication strategies appropriate for organization's market segment.	PLO 3	ILO 2a, ILO 7a	In-class discussion, Home assignments, Case studies
4	Apply an understanding of consumer psychology to specific business situations.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Case studies
5	Incorporate ethical principles in marketing decision making.	PLO 5	ILO 3a, ILO 4a	Course project, home work

INSTRUCTIONAL METHODS

This is a direct classroom instruction course.

The lecture method is employed extensively, but the instructor-student dialogue is a necessary aspect of the course and forms part of the final evaluation of each student.

All class members are expected to be acquainted with study materials as they are assigned.

The textbook, however, carries the main burden of presentation. Students are expected to read the textbook at a pace consistent with the schedule set forth on the last page of this syllabus.

Class time will be devoted to matters, issues, and problems raised in the reading or in activities intended either to illustrate those issues and subjects, or to extend them into actual experience. Classroom discussions, therefore, essentially supplement or complement the textbook's subjects, and there is only a general connection maintained between topics covered in class and topics detailed in the textbook.

Each chapter's end provides terms, topics, vocabulary, and questions. Some of these will be assigned as homework as preparation for immediately succeeding classes.

Each student is expected to have these prepared as writings in notes, to aid in class discussions. Definitions should include examples.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

Supplementary to the information in the textbook and the lectures-and-dialogue of the classroom, the literature relative to business operations is to be researched by the student. Supplementary instructions, covering selected sources or readings, will be provided, to guide the student’s efforts in preparing required reports.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

TESTING

Two examinations are planned for this course, corresponding roughly to the idea of a mid-term examination and a “final.” Such examinations will have reference to textbook materials, outside readings and research, and all matters covered in classroom lectures and discussion.

True-False questions will characterize the form of the written examinations for this course. Please note that if it becomes necessary, whatever the reason, to have to take a “make-up” examination, that examination will have to be taken at the appropriate time during the week of final examinations---unless other arrangements are made with your instructor.

GRADING

Proportions – The quality of a student’s preparedness for class and the readiness to participate in and contribute toward such group experiences will form part of the student’s final grade. Excessive absences, therefore, can only result in grade-diminution.

The rule of thumb on absences is that the maximum of allowable absences for this course shall not exceed two. These should be used prudently, given the level of participation expected in this course. Hence, they should cover the unexpected, such as: accidents, traffic jams, runny noses, dead grandmothers, promising encounters in the library, etc., etc.

Students are firmly advised that if one is registering late for the course and joins the class late, he or she is still responsible for the missed materials and their assignments and the missed class meetings will be counted as absences.

The student’s final course grade will be determined as follows:

Class readiness and participation	10%
Outside assignments	40%
Examinations	50%

Scoring – All results of tests will employ a numerical scoring system which is convertible as indicated below. Grades on cases and library research will be given letter grades within the same ranges, as below:

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D
83-80	B-	63-60	D-
79-77	C+	59 or <	F

COURSE SCHEDULE

Week	Topic
1	An Introduction to Consumer Behavior
2	Perception
3	Learning and Memory
4	Motivation and Affect
5	The Self: Mind, Gender, and Body
6	Midterm exam
7	Personality, Lifestyles, and Values
8	Attitudes and Persuasive Communications
9	Decision Making
10	Buying, Using, and Disposing
11	Groups and Social Media
12	Income and Social Class
13	Subcultures
14	Course Project Presentations
15	Final Exam