



Lincoln University

SPRING 2025

COURSE: BA 257: CONSUMER BEHAVIOR (Tuesdays 3:30-6:15 PM PST)
3 units

LEVEL: Advanced (A)

INSTRUCTOR: Igor Himelfarb, Ph.D. ihimelfarb@lincolnuca.edu

OFFICE HOURS: Before and after class or by email

TEXT: Solomon, M.R. (2015). Consumer Behavior: Buying, Having, and Being. 12th Ed. Boston: Pearson. ISBN-10: 0134129938

CATALOG 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

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

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

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 an online class. The instructor will lecture and hold discussions with students. Every student is welcome to participate in classroom activities. Cases and problem solving assignments will be given throughout the course. Homework will be assigned. During lectures, students will learn principles and concepts covered in the text as well as in various sources on relevant topics. There will be class discussions and group presentations by students. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

CLASS ATTENDANCE:

Students are expected to attend class on a regular basis. This class is intense; therefore, attendance is crucial to be able to perform well in this course. Some of the material presented may not be found in the textbook. Further, the lecture and classroom demonstrations will emphasize and expand upon important topics found in the textbook. Thus, it is vital that you attend and take thorough notes in class.

ZOOM:

<https://lincolnuca-edu.zoom.us/j/84630046633?pwd=tbfWndPBizj131eeyVCeeofi7mlZ7O.1>

Meeting ID: 846 3004 6633

Passcode: 650062

ASSIGNMENTS:

There will be homework assignments given out at the end of each week (5 in total). Students are welcome to work with other classmates on the homework, but it is expected that each student turns in his/her own, independently written, homework. Please submit an electronic copy of your **typed** homework assignment that has your name by e mail to your instructor. **No late homework will be accepted!**

EXAMS:

There will be two exams-- a midterm and a final. To assess your learning in this course, exam questions will be derived from the lecture and textbook. Topics covered in lecture will be of major emphasis on the exam, and should be the focus of your textbook readings. To avoid guessing, there will be no multiple-choice questions on the exam. **All exams are open books and open notes.**

GRADING PLAN:

Percentage	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
below 60%	F

Item	%
Class Participation	10%
Homework	20%
Midterm Exam	30%
Final Exam	40%

CLASSROOM POLICY:

I am available and will do my best to help you learn and succeed. Questions and points of discussion are encouraged. I am also highly accessible for discussions if you wish to receive additional information or learn more about a certain topic or need help with data analysis. Please visit me during my virtual office hours, or talk to me immediately after class, if you need study tips or additional help.

TENTATIVE CLASS SCHEDULE:

WEEK	CONTENT
Week 1	Introduction: Buying, Having, and Being.
Week 2	Research Methods in Consumer Research
Week 3	Research Methods (con-ed).
Week 4	Perception, Learning, Memory.
Week 5	Motivation Theories.
Week 6	Methods for Assessment. Decision Making.
Week 7	Group Dynamics and Social Media.
Week 8	Midterm
Week 9	Employee Engagement and Assessment.
Week 10	Personality.
Week 11	Culture and Subcultures.
Week 12	Social Class and Lifestyles.
Week 13	Organizational Leadership. Management.
Week 14	Customer Engagement and Assessment.
Week 15	Final Exam

Note: Instructor reserves the right to modify the content of this syllabus.

GOOD LUCK!

Syllabus Reviewed: 1/6/2025