

This course analyzes how psychological variables and social influences affect an individual's or household's buying behavior, both domestically and globally. Students learn why and how any purchase situation effects consumer behavior; and they gain an appreciation and understanding of how consumers handle all the behavioral variables and incoming stimuli that affect their problem/need-solving processes. This is a required marketing course for marketing majors. It also is an elective for psychology majors.

Define consumer behavior and its role in marketing strategy.

The student will:

- A-1 Identify what consumer behavior is and why s/he should learn about it
- A-2 Determine the major uses of consumer behavior
- A-3 Distinguish the concepts of social marketing, customer value, and total marketing

Identify cross-cultural variations in consumer behavior.

The student will:

- B-1 Identify what demographics are and how they affect international marketing
- B-2 Evaluate the ethical issues involved in cross-cultural marketing
- B-3 Breakdown the global teenage culture
- B-4 Compare cultural values and how they affect the relationship with self, others, and the environment

Identify the changing American society in regard to values, gender roles, demographics, and social stratification.

The student will:

- C-1 Identify the values that are reflected in American culture
- C-2 Categorize green marketing and cause-related marketing
- C-3 Evaluate how gender identity and gender roles and how these are changing
- C-4 Define the trends that characterize the occupational structure, the level of education, the level of income, and the age distribution in the U.S.
- C-5 Interpret

- E-3 Explain the Asch phenomenon and how marketers use it
- E-4 Explain the impact of an opinion leader on consumer behavior

Explain the role perception, learning, memory, personality, emotion, and attitude have on consumer behavior.

The student will:

- F-1 Define perception and its impact on marketing strategy
- F-2 Explain the concepts of cognitive learning, modeling and stimulus generalization
- F-3 Justify how the knowledge of personality can be used to develop marketing strategy
- F-4 Identify the functions and components of attitude in relation to consumer behavior