

# MKT 305 – Consumer Behavior

## Course Description

Presents the process for performing consumer analyses to develop effective marketing strategy. Examines the principles of individual, group, and social dynamics influencing consumer behavior. Reviews the consumer decision-making process and marketing approaches that can be used to improve consumer sales performance and customer satisfaction.

## Instructional Materials

Babin, B., & Harris, E. (2013). *CB4* (4th ed.). Mason, OH: Cengage Learning.

## Course Learning Outcomes

1. Analyze consumer behavior as a field of study and its role in business and society.
2. Explain how consumers determine value and the value framework they assign to goods and services.
3. Analyze the internal influences that affect consumer behavior.
4. Analyze the external influences that affect consumer behavior.
5. Evaluate various consumer situations.
6. Assess the consumer decision-making process.
7. Examine the consumer behavior process of consumption, value and satisfaction, and relationships.
8. Determine the ethical implications of consumer and marketing misbehavior.
9. Use technology and information resources to research issues in consumer behavior.
10. Write clearly and concisely about consumer behavior using proper writing mechanics.