

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

MRKT-220 CONSUMER BEHAVIOR

I. Basic Course Information

- A. Course Number and Title: MRKT-220 Consumer Behavior
- B. New or Modified Course: Modified
- C. Date of Proposal: Semester: Spring Year: 2017
- D. Effective Term: Fall 2017
- E. Sponsoring Department: Business and Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
 Out of class student work per week: 6
- H. Prerequisites: MRKT 101-Principles of Marketing or permission of instructor.
- I. Laboratory Fees: none
- J. Name and Telephone Number or E-Mail Address of Department Chair: Anne Marie Anderson, annemarie.anderson@raritanval.edu

II. Catalog Description

Prerequisites: MRKT 101 - Principles of Marketing or permission of instructor.
Consumer Behavior will examine how various social science disciplines such as psychology, sociology, cultural anthropology, and economics influence consumer behavior and how people perceive and process information, make decisions, and form attitudes. Students will explore the principal factors that influence consumers as individuals and decision makers as relates to the buying decision process and how marketers use these concepts to influence consumers.

III. Statement of Course Need

- A. Understanding how and why consumers make purchasing decisions is vital to the success of any organization. Both marketers and consumers can benefit from a number of fundamental facts about how people perceive and process information, make decisions, and form attitudes. As the business environment becomes more complex, it becomes increasingly important to understand the dynamics of consumer behavior. How consumers gather information, how they process it and how they respond, will influence organizational marketing efforts and the goods and services they deliver.

- B. This course has no lab component.
- C. This course generally transfers as a marketing program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course serves as a Marketing Elective or Business Elective in the Business Administration A.S. and Business Management A.A.S. programs.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Overview of Consumer Behavior
- B. Consumer and Social Well-Being
- C. Perception
- D. Learning and Memory
- E. Consumer Motivation
- F. The Self: Mind, Gender, and Body
- G. Personality, Lifestyles and Values
- H. Attitude Formation and Change
- I. Communication process
- J. Decision Making
- K. Buying, Using, and Disposing of products
- L. Group Influence, Opinion Leadership and Social Media
- M. Income and Social Class
- N. Subcultures
- O. Cultural Influences on Consumer Behavior

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes

At the completion of the course, students will be able to:

1. discuss the dynamics of human behavior and the basic factors that influence the consumer decision process. (GE - NJ5)
 2. demonstrate how psychological, sociological and cultural concepts may be applied to marketing strategy. (GE - NJ5)
 3. Critically evaluate the effectiveness of various advertisements and promotions in their attempts to influence the behavior of individuals. (*)
- (* embedded critical thinking)

B. Course Learning Outcomes

At the completion of the course, students will be able to:

1. Explain how consumers make product choices and purchase decisions.

2. Analyze the sources of influence on consumer behavior found in marketing communications.
3. Explain the variety of factors that shape consumers' marketplace behaviors.

C. Assessment Instruments

1. written examinations
2. research papers
3. oral presentations
4. journals
5. ad analysis

VII. Grade Determinants

- A. exams
- B. written assignments
- C. class participation
- D. projects

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

- A. lecture/discussion
- B. small-group work
- C. student oral presentations

VIII. Texts and Materials

- A. Suggested Textbook: Author(s): Michael R. Solomon
Title: Consumer Behavior
Publisher: Prentice Hall
Edition: latest

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

In addition to a CATT classroom, this course will require the use of the library and access to the Internet.