



Faculty of Economics & Administrative Sciences

Department: Marketing

COURSE SYLLABUS

Consumer Behavior

Short Description

Student's Copy

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

1. Course Information

1. Course Title : **Consumer Behavior**
2. Course Code : **: 1307723**
3. Credit Hours : **3**
4. Prerequisite : **None**
5. Corequisite : **None**

2. Instructor Information

1. Instructor : **Dr. Zakaria Azzam**
2. Office : **364**
3. Phone :
4. Email : **dr_zak2233@yahoo.com**
5. Office Hours : **Mon. Weds., 12:00-2:00 AM PM**

3. Class Time and Place

1. Class Days and Time: **Mon. 4:00-7:00 P M**
2. Class Location : **316H**
3. Lab Days and Time : **-----**
4. Lab Location : **-----**

4. Course Policies

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

5. Resources

Main Reference Text Book: . **Consumer Behavior** , Leon ,G, Schiffman; Leslie Lazar Kanuk. 2013; 10th Edition, Pearson USA.

Additional Reference (s):

Consumer Behavior And Marketing Strategy; J.Paul, Peter; Jerry,C. Olson 2005,5th Edition IRWIN ,USA

6. Course Description and Purpose

1. **-Consumer Behavior: 3 Credits.**
2. **Purpose:** **The purpose of this course is to achieving the following objectives:**
 - Provide students with the basic issues related to Consumer Behavior.

- Explain the relationship between consumer behavior and marketing concept.
- To understand why market segmentation is essential .
- Discuss and illustrate the criteria for effective targeting strategy.
- Discuss and illustrate the bases for segmentation.
- Provide students with the basic types of human needs and motives
- Provide students with the different theories of personality .
- Explain and illustrate the theory of perception and its implication in consumer behavior.
- To understand the process and elements of consumer learning .

3. **Course Description:** This course enables readers to understand and predict consumer behavior in the market place ;it is concerned not only with the consumer buy but also with why, when ,where, how ,and who often buy it. Skilled marketers should keep the customers as the core of their interest so , this course deals with different factors that affect the consumer behavior such as their personality, learning, religion, culture motivations, and finally family members. Students should be a ware of all the above mentioned factors that affect consumer buying decision and its implication in the market.

7. Course Learning Outcomes

Upon successful completion of this course, the learner should be able to:

A- Knowledge and understanding (students should):-

- Be able to distinguish between consumer and organizational buyer .
- Be able realize the main factors affecting consumer behavior.
- Be able to analyze different segmentation strategies .
- Understand how important is consumer motivation in the buying process.
- Understand the types of personality in consumer behavior
- Understand the contribution perception in consumer behavior.
- Be able to use communication skills in maintaining customers.
- Use marketing strategies in attracting consumer behavior.
- Be able to realize the role of culture in consumer behavior.
- Understand the steps of consumer purchasing process.

B- Intellectual skills with ability to:-

- Apply the basic principles of consumer behavior in decision making.
- Apply the consumer behavior information in predicting the demand for certain product.
- Prepare consumer matrix
- Judging the main factors affecting consumer decision.
- Use consumer learning and motivation in designing marketing strategies.

C- Subject Specific Skills:

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

- Realize the meaning of consumer behavior.
- Realize the benefits consumer behavior in decision making process.
- Use consumer behavior in, planning and decision-making related to production and supply. g
- Realize diferrent theories of personality and needs in consumer behavior.
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8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study
6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

(a) Tests

Test	Weight %	CLO	Due Date
Mid	30%	1-5	Week 6
Final	40%	1-12	Week 16

Total	70%	12	
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(b) Quizzes

Method+	Weight	CLO	Focus & Scope	Due Date
Quizzes	10%	Every Chapter	To be defined by instructor	To be defined
Total	10%			

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

(c) Assignments

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10%	1-3	Ch2,Ch3, Ch5,Ch6,Ch7,C h8,ch11.ch12	after finish every Chapter

(d) Participation

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation	10%	**	- Student contribution and cooperation - Course portfolio	All weeks
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,2	Consumer Behavior :Meeting Changes and Challenges	Table 1.3 Pp.32	Ch1	1
3,4,	Market Segmentation and Strategic Targeting	Table 3.7 Pp. 86	Ch3	2
5,6	Consumer Motivation	Table 4.1 Pp. 109 Case one and TwoPp.132and 134	Ch4	3

7,8	Personality and Consumer Behavior	Case one and two 170	Ch5	5
9	▪ Mid Exam	11/12/2014,Thu	Ch1, Ch3, Ch4, and Ch5	1-5
10,11	Consumer Perception	Table 6.6 PP.202	Ch6	6
12,13	Consumer Learning	Figure7.2 Pp. 213	Ch 7	7
14,15	The Family and Its Social Culture And revision	CASE ONE AND THREE pp. 363	Ch10 ,11	8
16	Final Test	24/1/2015	Ch1, Ch3, Ch4, Ch5,Ch6,Ch7,Ch10,and Ch11	1-12

Special Equipment or Supplies

Personal Computer