**Course:** Consumer Behavior (MKT 301)

**Section:** 55698

**Term:** Spring 2016

**Lecture Hours:** Monday and Wednesday 1:00 – 2:20pm

**Class:** CBA (Building 67) (Hall #17)

**Instructor**: Dr. Sultan Alkhuzam

**Email Address:** [alkhuzam@ksu.edu.sa](file:///D%3A%5Calkhuzam%5C3321%5Calkhuzam%40ksu.edu.sa) *Preferred*

**Phone:** 467-4076

**Office**: COB 86 S

**Office Hours:** Mon 12pm – 1pm, Wen 11am-1pm or by appointment

**Course website**: <https://lms.ksu.edu.sa/> (Blackboard system)

**Description of Course Content:**

Consumer is the heart of and the most complex component of marketing. As marketers, we should create different product’s positions for each consumer clusters due to their internal and external dissimilarities. Otherwise, we could have one product to be sold and one ad to be effective across all customers regardless of their cognitive, emotion, and their environment differences. This course is an introduction to the topic of consumer behavior, with an emphasis on appreciating the scope of, and understanding the essentials underlying, consumer behavior and developing the ability to relate such understanding to important issues faced by marketing managers. Throughout the semester, I will expose you to various factors influencing consumers’ buying decisions, including cultural, social, psychological, commercial, and situational factors. Additionally, this course should prepare you to apply consumer behavior theories and tools to analyze and solve consumer-related marketing problems and challenges.

**Student Learning Outcomes:**

* Be able to define consumer behavior and understand its implications on marketing strategy.
* Understand major influences on consumer behavior.
* Identify different stages of the consumer decision process.
* Recognize the different consumption behaviors exhibited by typical consumers during the Pre-purchase, Purchase and Post-purchase stages of consumer behavior.

**Course Pre-requisites:**

MKT 201 (Principle of Marketing). Please talk to academic advisor if you need any clarifications.

**Required Textbooks:**

*Textbook:* Consumer Behavior**,** By **Schiffman and Kanuk**

**Prentice Hall, ISBN-139780137006700, Tenth edition, Global edition**

Earlier editions are also acceptable as long as student takes responsibility of keeping abreast of all revisions. Students are encouraged to search online for a better price and order early.

**For taking exams:**

* Scantron forms.
* A No. 2 lead pencil.

**E-mail Communication:**

Please send your message from your KSU e-mail account. The University requires that all correspondence among faculty, staff, and students originate from a University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access. I will only send email communication to your KSU email accounts. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

**Grading:**

Your course grade is determined objectively based on the criteria listed below:

|  |  |  |
| --- | --- | --- |
| **Grading Component** | **Points** | **Percentage** |
| Class Attendance and Participation | 100 points | 10% |
| Group Project | 200 points | 20% |
| Exam I on | 150 points | 15% |
| Exam II on | 150 points | 15% |
| Final Exam | 400 points | 40% |
| Total | 1000 points | 100% |

|  |  |
| --- | --- |
| **Percent of Points** | **Grade** |
| 100-95 | A+ |
| 94-90 | A |
| 89-85 | B+ |
| 84-80 | B |
| 79-75 | C+ |
| 74-70 | C |
| 69-65 | D+ |
| 64-60 | D |
| Below 60 | F |

**Exams (70%):**

Students take two non-cumulative exams during the regular semester. Each exam worth 15% of total grade and consists of thirty multiple-choice questions covered in lecture and text material. In addition, comprehensive final exam consisted with a sixty multiple-choice questions a combined with essay questions will be given on the final week of the semester.

**Attendance and Participation (10%):**

As the instructor of this section, I highly encourage class attendance because it contributes heavily to the process of learning for students. Our class should be interactive and discussion based forum, so students’ attendance and contribution in form of questions and thoughts are very valuable to all of us. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time. Therefore, I have established following policy: I will take class attendance and rewards students with 10% credit for it.

**Group Project (20%):**

The major assignment in the course is a team project that asks you to identify a marketing opportunity, determine consumer reactions to this opportunity, and develop strategic recommendations on this basis. Each team, consisted of 4-5 students has to submit a final report (should not exceed 10 pages double-spaced font 12, not including appendixes) and a class presentations at the end of the term (20 min using PowerPoint slides). Students are encourage to discuss and ask questions to the presenting team. Below are brief outline for the project:

1. Pick an opportunity in the Saudi market. For example, Suggested topics for the project could be (Netflix coming to Saudi Arabia, Virgin mobile operating in Saudi Arabia, Apple opens its new store in Saudi Arabia, Jaguar and Land Rover to build a factory in Saudi Arabia). You are not limited to these topics and can choose any area of opportunity based on your interests and subject to the professor approval.
2. Once you determine your area of opportunity, determine existing information on this subject based on a Web search and other sources. Background information such as:
	1. Brief introduction and history of your company and
	2. Brief SWOT analysis (strengths, weaknesses, opportunities and threats)
3. Interview consumers to determine their reactions to the area of opportunity. You could identify:
	1. What motivation consumers to the product or the service?
	2. How consumers’ personality affect their perception about the product?
	3. How consumers learn about the new product?
	4. What is consumers’ attitude toward the product?
	5. How the culture and sub-culture of the consumer influence the opportunity?
	6. What is the decision making process for customers when it comes to buying a product?
4. Provide strategic recommendations based on your understanding of the consumer to the company. Please keep your recommendations centered on potential consumers.

**Course Schedule**

(I might modify the syllabus. All changes will be communicated via Blackboard).

| **Date** | **Topics** | **Readings and assignments** |
| --- | --- | --- |
| Monday 8 Rabi Al-Thani | Introductions, Syllabus |  |
| Wednesday 10 Rabi Al-Thani | Review of Marketing | Chapter 1 |
| Monday 15 Rabi Al-Thani | Review of Marketing | Chapter 1 |
| Wednesday 17 Rabi Al-Thani | Market Segmentation and Strategic Targeting | Chapter 3 |
| Monday 22 Rabi Al-Thani | Market Segmentation and Strategic Targeting | Chapter 3 |
| Wednesday 24 Rabi Al-Thani | Consumer Motivation | Chapter 4 |
| Monday 29 Rabi Al-Thani | Consumer Motivation | Chapter 4 |
| Wednesday 1 Jumaada al-awal | Consumer Personality | Chapter 5 |
| Monday 6 Jumaada al-awal | Consumer Personality | Chapter 5 |
| Wednesday 8 Jumaada al-awal | Consumer Perception | Chapter 6 |
| Monday 13 Jumaada al-awal | Consumer Perception | Chapter 6 |
| Wednesday 15 Jumaada al-awal | Review | Chapter 1,3,4,5, and 6 |
| Monday 20 Jumaada al-awal | **TEST 1** | Time will be different than the class time |
| Wednesday 22 Jumaada al-awal | Consumer Decision Making | Chapter 15 |
| Monday 27 Jumaada al-awal | Consumer Decision Making | Chapter 15 |
| Wednesday 29 Jumaada al-awal | Consumer Learning | Chapter 7 |
| Monday 5 Jumaada al-Thaany | **Spring Break – Be Safe!** |  |
| Wednesday 7 Jumaada al-Thaany | **Spring Break – Be Safe!** |  |
| Monday 12 Jumaada al-Thaany | Consumer Learning | Chapter 7 |
| Wednesday 14 Jumaada al-Thaany | Project Discussion | Bring your work |
| Monday 19 Jumaada al-Thaany | Consumer Attitude | Chapter 8 |
| Wednesday 21 Jumaada al-Thaany | Consumer Attitude | Chapter 8 |
| Monday 26 Jumaada al-Thaany | Consumer Communication  | Chapter 9 |
| Wednesday 28 Jumaada al-Thaany | Consumer Communication  | Chapter 9 |
| Monday 4 Rajab | The Family and Its Social Class | Chapter 10 |
| Wednesday 6 Rajab | The Family and Its Social Class | Chapter 10 |
| Monday 11 Rajab | Review  | Chapter 15,7,8,9, and 10 |
| Wednesday 13 Rajab | **TEST 2** | Time will be different than the class time |
| Monday 18 Rajab | Influence of Culture |  Chapter 11 |
| Wednesday 20 Rajab | Influence of Culture | Chapter 11 |
| Monday 25 Rajab | Group Project Presentation |  |
| Wednesday 27 Rajab | Group Project Presentation |  |
| Monday 2 Shabaan | Review Session |  |
| Wednesday 4 Shabaan |  | **Written report due** |
|  | **FINAL EXAM**  | Comprehensive Exam  |