بسم الله الرحمن الرحيم

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| King Saud University  School of Business  Marketing Department | 2016  Instructor: dr.wafa Almobaireek  Office # 9 |

Syllabus

**Consumer Behavior**

**MKT 301**

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| **Instructor:** | **Dr. wafa Almobaireek** |
| **Office:** | **Room 9, 2nd Floor, Department of Marketing, Build. 3, CBA** |
| **E-mail:** | [**wmobaireek@ksu.edu.sa**](mailto:wmobaireek@ksu.edu.sa)**,** |
| **Webpage:** | **fac.ksu.edu.sa/wmobaireek** |
| **Office Hours:** | **(Sunday-Tuesday-Thursday) 11:00am - 1:00pm** |
| **Lecture Hours:** | **Sun-Tue-Thu:**  **9:00-10:00, Room 25A**  **10:00-11:00, Room 12A** |
| **Social Media:** |  |

**COURSE DESCRIPTION:**

This course focuses on the study of the buying and consumption behaviour of individuals and families and the various factors influencing their buying decisions including cultural, social, psychological, and situational factors. It discusses the principles, concepts, and theories that stem from other social sciences such as psychology, social psychology, sociology, cultural anthropology, economics, and others, and apply them to the purchasing and consumption behaviour of individuals. The course gives special attention to the ways in which these principles, concepts, and theories can be applied effectively to marketing strategies.

**COURSE GOAL:**

To acquaint students with the role of consumer behaviour in shaping the marketing strategies of business firms, along with a strong understanding of the culture, social, and psychological factors that influence consumer behaviour.

It is vital at this point for students to have a full knowledge on how to benefit from the study of consumer behavior in developing and improving marketing strategy, through a solid understanding of the stages of buying decision process.

**COURSE EXTERAL RESOURCES**:

* Following the strategic decision process of various global companies
* Reading articles, and discussing different case studies.

**REQUIRED TEXT**:

Leon Schiffman and Leslie Kanuk, ‘***Consumer Behaviour’.*** Prentice-Hall.

**RECOMMENDED REFERENCES:**

* Barry Babin and Eric Harris, 2016, Consumer Behavior. Cengae Learning 7th ed.
* [Henry Assael](http://shopping.yahoo.com/search;_ylt=AkZ8tp2mTmdDHIlFoI_jR5ECyNsA?p=Henry+Assael), **Consumer Behavior- A Strategic Approach**. Houghton Mifflin Company, 2003 or latest.
* [Del I. Hawkins](http://www.pricegrabber.com/search.php/bkcontrib_id=2002746), [Roger J. Best](http://www.pricegrabber.com/search.php/bkcontrib_id=2078470), [Kenneth A. Coney](http://www.pricegrabber.com/search.php/bkcontrib_id=2096003), and [David L. Mothersbaugh](http://www.pricegrabber.com/search.php/bkcontrib_id=11859450), **Consumer Behavior**. McGraw-Hill/Irwin. 2009.
* Paul Peter and Jerry Olson, C**onsumer Behavior and Marketing Strategy**. McGraw-Hill Higher Education.

**ATTENDENCE & PARTICIPATION POLICY**

You are expected to attend all class sessions. Your participation is important! If you are absent for assigned work, I will use discretion to the nature (if any) of the make-up work. There are two types of absences: excused and unexcused. An excused absence is when you notify me prior to class, and I give you permission to be absent. All other absences are considered unexcused. You are allowed FOUR unexcused absences ONLY!

**COURSE EXPECTATIONS:**

1. Students are expected to come to class. You need to discuss any situations that are impacting your attendance – as they arise – and in advance. There are **no make-up** exams and quizzes, and no late assignments accepted.
2. Students are expected to be prepared for class. You need to read the material designated for the day and be ready to participate in the order of business for the day.
3. Students are expected to do and submit their own work. Be sure to cite any thing that is not your original thought!
4. Students are expected to demonstrate professionalism and integrity.

**LIST OF TOPICS**

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| **Date** | **Chapter** | **Topic and Assignment** |
| Week 1  7-11/4/1437 |  | Introduction in Consumer behavior |
| Week 2  14-18/4/1437 |  | Consumer Behavior: Meeting Changes and Challenges |
| Week 3  21-25/4/1437 |  | **The Psychological concepts that account for individual behavior**  Consumer Motivation |
| Week 4  28/4-2/5 |  | Personality and consumer Behavior |
| Week 5  5-9/5-1437 |  | Consumer Perception |
| Week 6  12-16/5-1437 |  | Consumer Learning |
| Week 7  19-23/5-1437 |  | Communication and Consumer Behavior |
| Week 8  26/5 -1/6 | **Mid Term 1** | **Sunday 26/5/1437 cession 42009**  **Tuesday 28/5/1437 cession 42010**  **Grades 15 points** |
| Week 9  4-8/6- 1437 |  | **Midterm Break** |
| Week 10  11-15/6-1437 |  | **Consumer in their social and cultural settings**  The Family and Its Social Class Standing |
| Week 11  18-22/6-1437 |  | Influence of Culture on Consumer Behavior |
| Week 12  25-29/6-1437 |  | Subcultures and Consumer Behavior |
| Week 13  3-7/7-1437 | **Mid Term 2** | **Sunday 2/7/1437 cession 42009**  **Tuesday 4/7/1437 cession 42010**  **Grades 15 points** |
| Week 14  10-14/7 -1437 |  | **The consumer Decision Making Process and Ethical Dimensions**  Consumer and the Diffusion of Innovation  Consumer Decision Making and Beyond |
| Week 15  17-21/7 -1437 |  | Project Presentation |

**Grading Plan**

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| **Points** | **Assessment** | **Date** |
| 10 points | Quizzes/Assignment | To be Announced |
| 30 points | Mid Terms |  |
| 5 point | 2 Video cases (Groups) |  |
| 5 point | 1 Case (Individual) |  |
| 10 points | Project | Presentation Week 15 |
| 40 point | Final Exam |  |

**Best wishes to you all**