Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 331

Course Title: Consumer Behavior

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Introduction to individual and environmental determinants of the behavior of consumers. Use of knowledge of consumers’ behavior to plan, implement, and control marketing activities. Prerequisite: MKTG 310. Offered Fall.

Prerequisite(s)/Corequisite(s): MKTG 310 or instructor's permission.

Text(s): Textbook(s) listed are not necessarily the textbooks used in the course.

Most current editions of the following:


Course Objectives:

• To provide students with a basic knowledge of consumer behavior at its current state of development.
• To explore cultural, sub-cultural, and cross-cultural variations in consumer behavior.
• To analyze consumer decision making and the individual determinants of consumer behavior.

Measurable Learning Outcomes:

• Define consumer behavior.
• Explain the foundations of consumer behavior.
• Identify the steps in the consumer decision process.
• Identify and explain the individual determinants of consumer behavior.
• Analyze the cultural, sub-cultural, and cross-cultural variations in consumer behavior.
• Identify the reference groups important in forming individual consumer behavior.
• Analyze the impact of reference groups on consumer behavior.
• Explain the relationships between individual and organizational consumer behavior.
• Assess the impact of globalization on domestic consumer behavior.
• Summarize the current variables impacting consumer behavior.
Topical Outline (major areas of coverage):

Every business administration course includes a written and oral presentation component.
- Overview of consumer behavior
- Consumers in the marketplace
- Consumers as individuals
- Consumers as decision makers
- Consumers and subcultures
- Consumers and culture

Recommended maximum class size for this course: 35

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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Name: _____________________________ Signature: _____________________________

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

Office of Academic Affairs
12/04