Minnesota State University Moorhead

MKTG 421: Consumer Behavior

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

Using concepts drawn from the behavioral sciences to understand those activities people undertake when obtaining, consuming, and disposing of products and services.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Consumer Behavior and Its Research Agenda
2. Customer Focused Strategy: Segmentation, Targeting, and Positioning
3. Branding Strategy and Product Life Cycle
4. Consumer Decision Process: Behavioral Process and Psychological Process
5. Consumer Motivation and Emotion: Motivational Factors in Decision Making
6. Consumer Perception: Information Acquisition and Interpretation Process
7. Consumer Learning and Memory: Behavioral and Cognitive Learning Processes
8. Consumer Attitudes and Judgment Formation: Alternatives and Substitutes in Choice
9. Marketing Communication: Means-End Chain Approach and Communication Media
10. Consumption Environment: Consumer Groups, Cultures, and Values
11. Online Marketing Environments: Social Influence and Online Marketing Methods

D. LEARNING OUTCOMES (General)

1. Analyze consumer behavior and justify the micro and macro environmental factors which affect consumer behavior.
2. Define major consumer behavior theories and discuss those theories.
3. Apply consumer behavior theories to real-world consumer behavior reflecting our daily consumption behavior.
4. Explain how behavioral evidence helps to evaluate alternative marketing strategies.
5. Discuss consumer decision process and justify the primary influential factors in this process.
6. Describe the impact of international marketing activities on consumer behavior and assess ethical issues unique to consumer behavior.
7. Recognize the impact of technology on consumers and summarize the implications for their consumption behavior.
8. Explain and examine the modern dynamics of relationship marketing and customer satisfaction.
9. Develop an appreciation for various aspects and problems of consumer studies by applying an appreciation of both traditional and modern consumer research concepts.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted