

MASTER SYLLABUS
COLLEGE OF BUSINESS AND ECONOMICS, SONOMA STATE UNIVERSITY
BUS 367, CONSUMER BEHAVIOR (4)

- I. **Catalog Description:** Analysis of the cultural, social and psychological factors that influence the consumer's decision-making processes, including learning, perception, information search and information processing, personality, lifestyle, motivation and attitudes.
- II. **Prerequisites:** BUS 360
- III. **Course Learning Outcomes:** Upon completion of this course, students should:
1. Have an appreciation of the complexity of consumer behavior.
 2. Be conversant enough with basic consumer behavior concepts and a consumer decision model to utilize them to deal with unstructured situations and in future marketing courses.
 3. Develop a deep understanding of one area of consumer behavior and its ethical dimensions.
 4. Appreciate that consumer behavior is one aspect of cultural behavior
- IV. **Course Materials:** An appropriate upper division textbook on Consumer Behavior subject to approval by the marketing area faculty. Study guides, reading packets, cases, readings and/or access to the Internet may also be required.
- Teaching Methods:** The course may involve one or more of the following approaches: lecture and discussion; application exercises; case analysis; team projects; marketing plans; in-class group activities. Subject to approval by the marketing area faculty.
- V. **Evaluation Tools:** Typically 2-3 exams (including a final exam). Several written assignments (e.g. case analysis). Group Project on some aspect of Consumer Behavior. Other evaluation techniques (e.g. quizzes, team or individual exercises and oral presentations) may also be used.
- VI. **Course Content:**
- A. **Course Topics:**
- a. Consumer Life Cycle
 - b. Core Strategy
 - c. Product Hierarchy
 - d. Consumer Decision Model
 - e. Market Segmentation
 - f. Motivation
 - g. Involvement
 - h. Attitudes
 - i. Learning
 - j. Perception
 - k. Personality and Lifestyles
 - l. Social Class
 - m. Culture
 - n. Situational Factors and Cues
 - o. Ethics
 - p. International Considerations

B. Interdisciplinary Content:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	.5	*
Ethical Issues	1	*
Political Issues	1	*
Social Issues	1	*
Legal/Regulatory Issues	.5	*
Environmental Issues	.5	*
Technology Issues	.5	*
Demographic Diversity	.5	*

*Required graded work other than exams, will be at the discretion of the instructor.

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

NOTE: The teaching method and evaluation tools used by the faculty member will influence the amount of time devoted to each of these skills. Case analysis, and/or assignments are used to assess student's written communication skills.