Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MKTG 316  
Course Title: Consumer Behavior  
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description:  
Acquaints students with individual and group behavior of people performing in the consumer role. Considers such topics as buying motives, social class, and research techniques in consumer behavior.

II. Prerequisites:  
MKTG 314

III. Expanded Course Description:  
The study of Consumer Behavior will be conducted using the text, in-class lecture and outside assignments involved with the study of consumers.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
A. Understand the process of consumer decision making and its impact upon marketing strategies
B. Understand the cognitive variables (beliefs, needs, perceptions, and attitudes) and the descriptive consumer characteristics (demographics, personality, and lifestyle) and how they affect consumer behavior and impact marketing strategies
C. Understand the environmental considerations of culture, social class, group influence, the family and situational determinants and the impact they have on buyer behavior and on marketing strategies.
D. Understand market segmentation and product positioning and how these impact marketing opportunities.
E. Understand the differences between organizational buyer behavior and consumer buyer behavior
F. Understand the impact of consumerism on ethical and public policy issues regarding consumers’ rights and the responsibilities of business and government in securing these rights.

At the conclusion of the course the (successful) student will have demonstrated understanding of the principles and tactics of Consumer Behavior though successful performance on in-class examinations, in-class participation and outside assignments.
V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

_________________________________   __________/_______/_______
Signature                     Date