



COURSE SYLLABUS
COURSE INFORMATION
Course Code: MKT208 Level: Undergraduate Credit: 3
Course Title: Consumer Behavior
PREREQUISITE
N/A
COURSE OVERVIEW
This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process and its main influencing factors. The course examines the rationality of consumer decision making process in view of the growing complexities and interactions of various factors, such as attitudes, perceptions, behaviour, culture ... etc. Upon successful completion of the course, students should be able to understand the sophistication of consumer buying behavior in various contexts. This knowledge is considered necessary in developing effective marketing strategies.
LEARNING OUTCOME
On successful completion of this course, you will be able to: 1. Identify and explain factors which influence consumer behavior; 2. Demonstrate how knowledge of consumer behavior can be applied to marketing; 3. Display critical thinking and problem-solving skills; 4. Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences; 5. In a team, work effectively to prepare a professional, logical and coherent report on consumer behavior issues within a specific context; 6. Deliver an oral presentation in a professional and engaging manner.
CLASS HOURS
Lecture: Monday to Friday, 180 minutes each day Discussion Section: One hour each week
LEARNING RESOURCES
Required Textbook
Mothersbaugh, D. L., Hawkins, D. I., Kleiser, S. B. (2020). <i>Consumer Behavior: Building marketing strategy</i> . 14th Edition. McGraw Hill
Reference Books & Online Resources
Assign in Class
Suggested Textbook
N/A
Other Teaching Methods
N/A



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WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Introduction: Consumer Behaviour and Marketing Strategy	Chapter 1
	2	Situation Influences	Chapter 2
	3	Problem Recognition & Information Search	Chapter 3 & 4
	4	Evaluation and Selecting Alternatives	Chapter 5
	5	Outlet Selection and Product Purchase	Chapter 6
2	1	Postpurchase Processes, Customer Satisfaction and Consumer Loyalty	Chapter 7
	2	Perception	Chapter 8
	3	Learning and Memory	Chapter 9
	4	Motivation, Emotion, and Attitude	Chapter 10 & 11
	5	Mid-Term Exam	
3	1	Australasian Society	Chapter 12
	2	Household Structure and Consumer Behaviour	Chapter 13
	3	Group Influence, Social Stratification	Chapter 14 & 15
	4	Cross-Cultural Variations in Consumer Behaviour	Chapter 16
	5	Final Exam	
ASSESSMENT			
Assessment Task			Percent (%)
Attendance/Participation			10%
Pop-up Quizzes			15%
Essay (Individual)			25%
Mid-Term exam			20%
Final Exam			30%
Total			100%
DETAILS ON GRADE COMPONENTS			
Class Participation			
You are expected to attend all the classes. Absence will lead to point deduction unless the instructor is notified with legitimate reasons. Being absent for more than five classes will lead to fail automatically. By showing up to the class does not mean you'll receive the full grade; your grade is also depended on the quality of your in-class discussion and contribution to the whole class.			
Pop-up Quizzes			
Pop-up quizzes will happen every week to review and reinforce what has been learned in the previous classes.			



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DETAILS ON GRADE COMPONENTS														
Essay (Individual) A research topic will be assigned to the students during the first week of the program. The format of the essay should follow APA style. Midterm and final exam: If an emergency arises, a notification must be given to the instructor in advance for an alternative time; otherwise a grade of zero will be given.														
COURSE GRADING														
Upon completion of this course, you receive a final grade. The final grade is a letter grade that carries with it a numerical value, as outlined below.														
<table border="1"><thead><tr><th>Grade</th><th>Percentage %</th></tr></thead><tbody><tr><td>A</td><td>80-100</td></tr><tr><td>B</td><td>70-79</td></tr><tr><td>C</td><td>60-69</td></tr><tr><td>D</td><td>50-59</td></tr><tr><td>E</td><td>0-49</td></tr></tbody></table>			Grade	Percentage %	A	80-100	B	70-79	C	60-69	D	50-59	E	0-49
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B	70-79													
C	60-69													
D	50-59													
E	0-49													
For Post-Graduate Students To pass this subject, students are required to obtain Grade B or above in order to satisfy all the intended learning outcomes.														
For Undergraduate Students To pass the subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.														
ACADEMIC INTEGRITY & ACCOMMODATION														
Classroom Protocol Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and their use will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester. Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.														
UNIVERSITY POLICIES														
General Expectations, Rights and Responsibilities of the Student As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution.														



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UNIVERSITY POLICIES		
<p>Students are encouraged to familiarize themselves with the university's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the program administrator as a next step.</p>		
<p>Academic Integrity</p> <p>Your commitment, as a student, to learning is evidenced by your enrollment at the university. You are expected to be honest in all your academic course work. Faculty members are required to report all infractions to the program administrator.</p> <p>Using the ideas, data, or language of another without specific or proper acknowledgement is dishonest. We will not accept work that includes copied and pasted information; all information or ideas included in your assignments must be in your own words. If you use ideas of others, whether they are "experts" writing for websites, friends from class, or other individuals, you must provide proper citations and references in the assignment.</p>		
<p>Campus Policy on Disabilities</p> <p>If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please notify the instructor or program administrator as soon as possible, in order to make the appropriate accommodation.</p>		
<p>Accommodation to Students' Religious Holidays</p> <p>It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three (3) days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.</p>		