Bemidji State University

BUAD 3567: Consumer Behavior

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*

   Prerequisites:
   This course requires the following prerequisite
   BUAD 3361 - Marketing

   Corequisites: None
   MnTC Goals: None

   An interdisciplinary approach to the study of the buying behaviors of consumers. Emphasizes the marketing implications of theory and findings from the behavioral sciences. Prerequisite: BUAD 3361.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Attitudes & Attitude Change
   2. Comprehension, Memory & Cognitive Learning
   3. Consumer Culture
   4. Consumer Learning: Perception
   5. Consumer Misbehavior
   6. Consumer Relationships
   7. Consumers in Situations
   8. Consumption to Satisfaction
   9. Decision Making I: Need Recognition & Search
   10. Decision Making II: Alternative Evaluation & Choice
   11. Group Influence
   12. Marketing Ethics, Misbehavior, & Value
   13. Motivation and Emotion: Driving Consumer Behavior
   14. Personality, Lifestyle, & Self concept
   15. Value & the Consumer Behavior Value Framework
   16. What is CB & Why Should I Care?

D. LEARNING OUTCOMES (General)
   1. gain an understanding of why people buy things and to appreciate how products, services, and consumption activities contribute to the broader social world we experience."

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus
G. SPECIAL INFORMATION

None noted