**Bemidji State University**

**BUAD 3567: Consumer Behavior**

**A. COURSE DESCRIPTION**

Credits: 3  
Lecture Hours/Week: *.*  
Lab Hours/Week: *.*  
OJT Hours/Week: *.*  
Prerequisites: None  
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