

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