

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

MKTG 31263 Consumer Behavior

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: MKTG 34303 Principles of Marketing Management and admission to the College of Business or consent of instructor
Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Application of behavioral and social science theories, concepts, methods, and research findings to the understanding of consumer acquisition, consumption, and disposal behaviors as the basis of marketing decision making.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Predict the basic steps a consumer will walk through as s/he considers and completes a purchase. (The Consumer Decision Process.)
2. Predict how and why this decision process will alter based upon the level of importance the consumer ascribes to the specific purchase. (Customer Involvement)
3. Develop analytical depth for each of the decision process phases. Learn what information consumers seek at different phases of the decision process; develop “templates” for how consumers make decisions and the types of life events which trigger the entire purchase process.
4. Comprehend how consumer’s attitudes are formed. Most important, learn strategies and tactics for impacting those attitudes.
5. Develop and effectively communicate a complete analysis of the Consumer Decision Process for specific targets as they consider a major purchase. Such an analysis is the backbone of any professionally produced product launch strategy.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will pinpoint multiple issues as they develop an in-depth analysis of a target's consumption behavior. They will research that target group's motivations/information needs relative to the product/service of interest, and develop a detailed map of relevant decision making processes and heuristics.

Communication Skills (written and oral)

Students will communicate through presentations required for group project work. Students will compose through group consumption diaries and essay test questions.

III. Major Course Topics

- A. The Consumer's Decision Process
 - 1. Problem Recognition
 - 2. Consumer Search Process
 - 3. Consumer Evaluation Process
 - 4. Product Selection & Purchase
 - 5. Post-Purchase Evaluation
- B. Target Selection Tools
- C. Differential Advantage & Product Positioning
- D. Attitudes and Attitude Change