

Sul Ross State University – Rio Grande College
MKTG 3318 – Consumer Behavior – Summer I – 2017
Web Course

Instructor: Dr. Edison P. Moura
Office: Del Rio Faculty Office Building #203
Office Hours: By Appointment
Office Phone: 830-703-4840
E-Mail: emoura@sulross.edu
Required Text: Consumer Behavior, 11th Edition.
Authors: Leon G. Schiffman & Joseph Wisenblit. Publisher: Pearson.
ISBN: 978-0-13-254436-8

Prerequisite: Marketing 3307 – Principles of Marketing.

Course Description

This course will probably be unlike any other business course that you have taken. Marketing begins and ends with the consumer, from determining consumer needs to providing their satisfaction – therefore anyone wishing to understand marketing must first understand the consumer.

Consumer behavior is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how our possessions influence the way we feel about ourselves and about each other – our state of being. This course is designed to provide an overview of the psychological characteristics and processes that impact how, when and why people buy, use, and dispose of goods. Whether we shop, cook, clean, play basketball, hang out at the beach, or even look at ourselves in the mirror, the marketing system touches our lives. Consequently, an understanding of consumer behavior will enable us, either as college students or as marketing professionals, to analyze effective marketing strategies based also on theory, rather than depending just on personal experience and intuition.

Student Learning Outcomes (SLOs)

After successfully completing this course, students should demonstrate the following competencies:

1. Be able to explain the importance of consumer behavior in the marketing process
2. Be able to discuss the role of psychology in our buying behavior.
3. Be able to discuss the role of the consumer from a variety of disciplinary approaches including the impact of income, social class, ethnicity, consumption communities...
4. Explain why people consume, and the impact of socio-cultural and psychological processes influencing consumer behavior, including: Marketing culture/cultural influences, personality and life style, levels of consumer involvement, group influences and opinion leadership.
5. Be able to explain the importance of social influences on consumer behavior.