

**INTER AMERICAN UNIVERISTY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM
SYLLABUS**

I. GENERAL INFORMATION

| | | |
|----------------------------------|---|-------------------|
| Course Title | : | Consumer Behavior |
| Code and Number | : | MKTG 2223 |
| Credits | : | 3 |
| Academic Term | : | |
| Professor | : | |
| Office Location and Hours | : | |
| Office Telephone | : | |
| E-mail | : | |

II. DESCRIPTION

Discussion of consumer behavior in the search for product alternatives that can satisfy their needs and the influence of this process on the organizations' management decisions. Analysis of the economic, psychological, socio-cultural and technological factors that affect the behavior and decision-making process of the consumer. Prerequisite: MKTG 1210.

III. PROGRAM LEARNING OUTCOMES

Demonstrate knowledge and comprehension of the interdisciplinary foundations for the formation a globalizing vision.

IV. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Establish the relationship among the social sciences to the study of consumer behavior and its usefulness as an information foundation for marketing practice.
2. Analyze personality theories, learning, perception and motivation.
3. Analyze the mechanisms that the consumer applies to process environment related information.
4. Analyze the decision-making process of the consumer and the marketing strategies to be used.

V. CONTENT

- A. Introduction to Consumer Conduct
 - 1. Consumer behavior definition
 - 2. Importance of the study of consumer behavior
 - 3. Consumer behavior application
 - 4. Market segmentation and consumer research

- B. The Consumer as Individual
 - 1. Consumer's Needs and Motivation
 - 2. Personality and Consumer Behavior
 - 3. Psychography
 - 4. Consumer's Perception
 - 5. Consumer's Learning and Wrapping
 - 6. Consumer's attitudes
 - 7. Communication and consumer behavior
 - 8. Groups and reference groups dynamics
 - 9. Family
 - 10. Social classes and consumer behavior
 - 11. Culture's influence on consumer behavior
 - 12. Subcultures

- C. Consumer Decision Process
 - 1. Individual consumer decision-making
 - 2. Purchase and non-purchase of products or services
 - 3. Groups influence and opinioned leaders
 - 4. Organizational decision-making

- D. Consumer and Society Conduct
 - 1. Consumer behavior application in profit and non-profit organizations
 - 2. Marketing ethics and public policy

VI. ACTIVITIES

The following activities are recommended for the development of the course:

- 1. Cooperative learning

2. Case analysis
3. Troubleshooting-based learning
4. Electronic presentations
5. Research

VII. EVALUATION

The student's final grade is determined using the following criteria:

| | <u>Final Grade</u> | <u>Score Percentage</u> |
|-----------------|--------------------|-------------------------|
| 1. Assignments | 100 | 25% |
| 2. Cases/Themes | 100 | 25% |
| 3. Research | 100 | 25% |
| 4. Final Exam | <u>100</u> | <u>25%</u> |
| TOTAL | 400 | 100% |

VIII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have consequently, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

IX. EDUCATION RESOURCES

Suggested textbook(s)

Solomon, M. R. (2019) Consumer Behavior Buying, Having & Being. 13TH Edition
PEARSON

Schiffman. L.G, Wisenblit, J. (2018). Consumer Behavior (What's New in Marketing) (12th Ed.). New Jersey: Prentice Hall.

Secondary readings

1. Caribbean Business
CaribbeanBusinessPR.com
2. Advertising Age
www.adage.com
3. Journal of Marketing
<http://www.journalofmarketing.co.za/>
4. The Consumer Journal
www.theconsumerjournal.co

Audiovisual Resources

1. "Power Points" Presentations
 - a. Marketing Introduction

- b. Art introduction and its components
- c. Glossary
- d. Design examples

Digital Resources

1. Centro de Acceso a la Información Metropolitan Campus
<http://www.metro.inter.edu/centro-acceso-informacion/>
2. Cámara de Comercio de Puerto Rico
<http://www.camarapr.org/>
3. Junta de Planificación de Puerto Rico
<http://www.jp.gobierno.pr/>
4. Small Business - Puerto Rico
<http://smallbusinesspr.com/>
5. ProQuest
6. Infotrac (Database)
7. Business and Company Resource Center
8. Warren Buffet: I understand consumer behavior.
<https://www.youtube.com/watch?v=W57w50ankiA>

X. BIBLIOGRAPHY (OR REFERENCES)

De Mooij, M. (2019). Consumer Behavior and Culture: Consequences for Global Marketing and Advertising, 3rd edition, SAGE publications LTd.

Ferguson, C. (2020). Consumer Behavior: A Marketing Perspective. Clanrye International Publishing.

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