

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
City University of New York
BUSINESS MANAGEMENT DEPARTMENT

SYLLABUS

Title of Course: Consumer Motivation [MAR 210]

Credits: 3 Class Hours: 3 Semester:

Instructor Information

Name: _____

Office Hours: _____

Office: _____

Phone: 212-220-8000 X _____

Email: _____

COURSE DESCRIPTION:

This course develops the student's understanding of the relevance of consumer motivation and behavior to modern marketing techniques and strategies. It offers insight and information vital to the consumer-oriented firm. The economic, social and psychological aspects of consumer behavior are explored.

PREREQUISITES AND/OR COREQUISITES:

Students must have passed ENG 095, ESL 095, ACR 095, MAT 010/011 and MAR 100.

LEARNING OUTCOMES: At the end of the course students should be able to

Course Student Learning Outcomes (SLOs)	Measurements (means of assessment for SLOs)
<i>Describe</i> the underlying influences on consumer behavior in terms of human motivation, perceptions, personality, learning and attitude formation and how these are measured.	Written report on an ethical dilemma; Test Questions
<i>Discuss</i> the social structures, cultural processes and trends in the external environment that shape consumers' responses to marketing situations and use and disposal of products.	Oral presentation; Test Questions
<i>Analyze and explain</i> how consumers make decisions and factors that cause this process to vary.	Case Study

Below are the college's general education goals that will be covered and assessed in this course.

General Education Goals	Measurements
Communication Skills- Students will write, read, listen and speak critically and effectively.	Written report / Oral presentation
Social and Behavioral Sciences - Students will understand and apply the concepts and methods of the social sciences.	Case study
Values - Students will make informed choices based on an understanding of personal values, multicultural awareness and social responsibility.	Analysis of an ethical dilemma

TEXT: Consumer Behavior: CB 7, 7th Edition

Barry J. Babin | Eric Harris

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EVALUATION AND REQUIREMENTS OF STUDENTS:

Grades are an evaluation of your learning experience.

Written Report	20%
MIDTERM	20%
Oral Report	20%
Case Study	15%
CUMULATIVE FINAL	25%
TOTAL	100%

COURSE OUTLINE:

TOPIC

CHAPTER

Part I: INTRODUCTION.

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|---|---|
| 1. What Is CB and Why Should I Care? | 1 |
| 2. Value and the Consumer Behavior Framework. | 2 |

Part II: INTERNAL INFLUENCES.

- | | |
|--|---|
| 3. Consumer Learning Starts Here: Perception. | 3 |
| 4. Comprehension, Memory, and Cognitive Learning. | 4 |
| 5. Motivations and Emotion: Driving Consumer Behavior. | 5 |
| 6. Personality, Lifestyles, and the Self-Concept. | 6 |
| 7. Attitudes and Attitude Change. | 7 |

Part III: EXTERNAL INFLUENCES.

- | | |
|---------------------------------------|----|
| 8. Group and Interpersonal Influence. | 8 |
| 9. Consumer Culture. | 9 |
| 10. Microcultures. | 10 |

Summary, Review

MIDTERM

Part IV: SITUATIONS AND DECISION MAKING.

- | | |
|--|----|
| 11. Consumers in Situations. | 11 |
| 12. Decision Making I: Need Recognition and Search. | 12 |
| 13. Decision Making II: Alternative Evaluation and Choice. | 13 |

Part V: CONSUMPTION AND BEYOND.

- | | |
|---|----|
| 14. Consumption to Satisfaction. | 14 |
| 15. Consumer Relationships. | 15 |
| 16. Consumer and Marketing Misbehavior. | 16 |

Summary, Review

FINAL EXAM

Assignments

1. Written Report

2. Oral Presentation

Each student will be required to present a consumer product to the class, which is part of a given culture, native or foreign. Your oral report should describe the use of the product, and its place in society. Your grade will be based on the depth of your presentation which should include a description of the product, its product class and brand, the different influences that promotes its use; and how well you demonstrate the applicability of consumer behavior principles in describing the product.

3. Case Study

Close to the end of the semester students will be asked to analyze a case study that examines how consumer decision-making is influenced by individual factors, external factors and situational factors.

Class Attendance and Lateness

At BMCC, if you do not attend class at least once in the first weeks of the semester, the instructor is required to assign a grade of **"WN"** Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the schedule start time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. The Department policy is that two (2) lateness will count as one absence. The maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a four-hour class that meets four times a week. You are allowed five (5) hours of absence [not five (5) days]. ***In the case of excessive absence, the instructor has the option to lower the grade or assign an "F" or "WU" grade.***

Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the scheduled starting time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence.

Use your absences judiciously; there is no distinction between excused or unexcused absences -- with either type of absence you have missed an irreplaceable, important learning experience.

BMCC POLICY STATEMENT ON PLAGIARISM

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. A student who copies or paraphrases published or on-line material, or another person's research, without properly identifying the source(s) is committing plagiarism.

Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism students should consult with their instructors about when and how to document their sources. The library has also both print and digital guides designed to help students cite sources correctly.

Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.

ACADEMIC ADJUSTMENTS FOR STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility (room N360; telephone # 212-220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.