

Course Title: BBA 317 Consumer Behavior

Term: Summer 2023

Instructor: TBA

Course Credit: 3

Mode of Instruction: Online

Course Description:

This course will assist students to understand the consumer decision making process, including individual consumer differences and external influences that affect consumer behavior and marketing activities. As it relates to buying situations and marketing strategies, practical application of behavioral concepts will be provided. Besides, the course will give students a solid understanding of the perceptual, cognitive and emotional processes of consumers. During the course, students will gain the opportunity to discuss social influences in the context of business problems as well as the diversity of consumer types differentiated by income, social class, nation, and other factors regarding identity.

Course Prerequisites:

BBA 284 Principles of Microeconomics; BBA 285 Principles of Macroeconomics

Learning Outcomes:

By the end of the course, the student should be able to:

- A. Identify the key terms, concepts, and theories of consumer behaviour;
- B. Understand how factors like culture influence consumer behavior and predict how consumers behavior accordingly;
- C. Understand basic theories of human psychology and behavior;
- D. Understand the important role of psychology, sociology and anthropology in the study of international consumer behavior;

E. Analyze the current trends in consumer behaviour; and apply them to the marketing of an actual product or service.

Course Material:

Coskun Samli, *International Consumer Behavior in the 21st Century: Impact on Marketing Strategy Development*, Springer, 2013.

Evaluation:

- Assignments [40%]
- Mid-term Exam [25%]
- Final Exam [35%]

Description of the Evaluation tasks:

Assignment/ Essay/ ... : During the term, students will be required to finish several evaluation tasks within due date. All the tasks are linked with specific course topics/outcomes and will adequately assess students' competence and learning outcomes. Students are encouraged to meet with instructor about these tasks at any point.

Mid-term/ Final Exams/ Quiz/... : There may be periodic quizzes given at the beginning of lecture sessions; the feedback from these quizzes will monitor the progress of the learners and help to set learning priorities. There will be mid-term exam/ final exam for the course. They are the basic criteria for the evaluation of students' learning outcomes and final grade.

Grading Policy:

Students are supposed to finish each online lecture. Prior to each class, students should finish the required readings. During the class time, students are encouraged to make use of all relevant online course resources and communicate with the instructor. Students' grades

are accumulated based on the cumulative evaluations.

Students' letter grade will be assigned according to the following scale:

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62
D+ 57-59	D 53-56	D- 50-52
F < 50		

Academic Integrity:

Students must strictly adhere to the university's academic integrity rule; and all essays, exams and any other form of academic assignments must adhere to these rules. Any form of plagiarism, cheating, or misappropriation of materials will be considered a violation of academic integrity and will be punishable by the university.

Withdrawal from the Course(s):

Students will be able to apply for a transfer or withdrawal within 3 days of the starting date of the course. If a withdrawal is applied for within 3 working days, the tuition fee will be fully refunded. After 3 days, the tuition fee will not be refunded. If a withdrawal is applied for in the first two weeks, it will be recorded as W (Withdraw) on the course transcript. After this initial two-week period, the class will be recorded as F (Fail).

Tentative Schedule:

1	Introduction
2	Developing a Competitive Advantage
3	Culture and Its Powerful Impact

4	Culture Driven Values
5	Different Classification and Analysis of Cultures Assignment#1
6	Internal Influences on Consumer Behavior
7	Internal Influences on Consumer Behavior (Cont.)
8	A Model of International Consumer Behavior
9	Social Class Impact Modified with Hierarchy of Needs
10	Social Contagion of Global Consumers Assignment#2
11	Diffusion of Innovation in Different Global Markets
12	Country of Origin, Country of Production, and Country of Assembly
13	Midterm Test
14	International Market Segmentation Based on Consumer Behavior
15	International Consumer Involvement in Purchase Decisions Assignment#3
16	Attitudes and Persuasive Communications
17	Decision Making
18	International Consumer Learning Is Different in Different Cultures
19	Marketing Strategy for Global Products
20	Groups and Social Media Assignment#4
21	Income and Social Class
22	International Gift Giving Strategizing International Marketing and a Research Agenda
23	Decision-Making: Individuals and Situations
24	Students presentation
25	Final Exam