WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Consumer Behavior
COURSE NUMBER: BMK 320

I. RATIONALE:

Consumer Behavior seeks to understand the why, what, when and where of consumer purchasing. This understanding is important because all marketing decisions are based on assumptions about consumer behavior. Understanding consumer behavior is an essential part of developing effective marketing strategies and will also enable you to be a better, more informed consumer.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Define consumer behavior and its role in marketing strategy.

Learning Outcomes: The student will:
A-1 Know what consumer behavior is and why s/he should learn about it.
A-2 Understand the major uses of consumer behavior.
A-3 Understand the concepts of social marketing, customer value, and total marketing.

GOAL B:
Identify cross-cultural variations in consumer behavior.

Learning Outcomes: The student will:
B-1 Know what demographics are and how they affect international marketing.
B-2 Understand the ethical issues involved in cross-cultural marketing.
B-3 Be familiar with the global teenage culture.
B-4 Understand cultural values and how they affect the relationship with self, others, and the environment.

GOAL C:
Identify the changing American society in regard to values, gender roles, demographics, and social stratification.

Learning Outcomes: The student will:
C-1 Identify the values that are reflected in American culture.

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C-2 Understand green marketing and cause-related marketing.
C-3 Understand gender identity and gender roles and how these are changing.
C-4 Define the trends that characterize the occupational structure, the level of education, the level of income, and the age distribution in the U.S.
C-5 Understand social class system and the ethical issues that arise in marketing to lower social classes.
C-6 Understand how subjective discretion income affects purchases.

**GOAL D:**
Identify the changing American society in regard to families and households and subcultures.

**Learning Outcomes:** The student will:

D-1 Understand subcultures and how they influence consumption behaviors in the U.S.
D-2 Learn how ethnic, regional, and religious subcultures influence buying behavior.
D-3 Explore the African-American, Hispanic, and Asian subcultures and the corresponding marketing implications.
D-4 Know the general characteristics of each stage in the household life cycle.
D-5 Know the ethical issues involved in marketing to children.

**GOAL E:**
Explain group influences on consumer behavior.

**Learning Outcomes:** The student will:

E-1 Identify criteria used by marketers to classify groups.
E-2 Define dis-associative reference groups and aspiration reference groups and explain how they influence group behavior.
E-3 Explain the Asch phenomenon and how marketers use it.
E-4 Explain the impact of an opinion leader on consumer behavior.

**GOAL F:**
Explain the role perception, learning, memory, personality, emotion, and attitude have on consumer behavior.

**Learning Outcomes:** The student will:

F-1 Define perception and its impact on marketing strategy.
F-2 Explain the concepts of cognitive learning, modeling and stimulus generalization.
F-3 Understand how the knowledge of personality can be used to develop marketing strategy.
F-4  Know the functions and components of attitude in relation to consumer behavior.