



Date		Credits	3
Course Title	Business Management and Consumer Behavior Analysis	Course Number	MKA 1021
Pre-requisite (s)	MAR 1011	Co-requisite (s)	None
Hours	45		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Consumer Behavior
 Eleventh Edition
 Schiffman, Leon G.; Wisenblit, Joseph
 ©2014 | Pearson- Prentice Hall 2014 |
 ISBN: 978-0-13-254436-8

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.



Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardiest the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardiest, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description (must correspond exactly to Catalog description)

This course will prepare students to understand the consumer markets and technology including consumer as individuals, communication and consumer behavior into the real world, as well as become effective marketing managers. Among the topics studied we have: achieving sustainability, consumer decision making, market analysis, cultural setting and marketing ethics, consumer research.

Learning Objectives

At the end of this course student will be able to:

- To learn consumer behavior analysis.
- To discuss the analysis and response of individual consumers.
- To determine the proper approaches for marketers and the different technologies.
- To study the influential factors of consumer motivation, perception, learning and attitudes.
- To evaluate consumers in their social and cultural settings.
- To analyze strategies and tactics for consumers decision making.
- To understand the consumer in their social and cultural settings.
- To examine consumers market research.

Topical Outline and Schedule

DATE	WEEK 1
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the course. • Explore the responsibilities of Marketers. • Define the course importance in the marketing field and marketing



	<p>concepts.</p> <ul style="list-style-type: none"> • Examine the role of marketers in allocating resources into the markets and technology
TOPIC (S)	<ul style="list-style-type: none"> • Syllabus • Discuss Library Orientation Course, Instructor to verify completion • Communication and consumer behavior. • Point out the different approaches for consumer's motivations and personalities. • Definition of consumer social and cultural setting. • Discussion of the importance of the marketing ethics.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of Syllabus. • Review chapter topics. • Apply learned concepts to real cases.
HOMEWORK & ASSIGNED READINGS	<p>Review the Syllabus Complete the Library Orientation Course. Instructor to verify completion. Homework: Chapter 1, pp. 2-23 / 22-23</p>
DATE	WEEK 2
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The importance of segmentation, targeting, and positioning. • .Bases for segmentation • Apply marginal analysis tools to decision making.
TOPIC (S)	<ul style="list-style-type: none"> • Discuss Final Class Project & Presentation. • Demographics. • Geo-demographics. • Behavioral Targeting. • Positioning and repositioning
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Participate in class forum of chapter topics. • Review the case exercise on p. 52 • Form groups and present responses to the questions on p.50-51
HOMEWORK & ASSIGNED READINGS	<p>Homework: Chapter 2, pp. 24-53 / 50-53</p>
DATE	WEEK 3
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Understanding of the dynamics of motivation. • Determine how the systems of needs work.

	<ul style="list-style-type: none"> • The measurement of motives. • Understand the nature and theories of personalities • Personality traits and consumer behavior
TOPIC (S)	<ul style="list-style-type: none"> • The measurement of motives. • Understand the nature and theories of personalities • Personality traits and consumer behavior • Product and brand personification.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Apply these concepts to real examples. • Discuss self-image • Complete handout provided by the instructor.
HOMEWORK & ASSIGNED READINGS	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p>Due: Project Topic Due: Brand personification</p> <p>Homework: Chapter 3, 54-85 / 83-85</p>
DATE	WEEK 4
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Consumer Perception. • Determine the absolute threshold. • Discuss perceptual selection.
TOPIC (S)	<p>Due: Project Topic - TBA Due: end of week four</p> <ul style="list-style-type: none"> • Underline the significance subliminal perception. • Perceptual organization. • Perceptual interpretation: Stereotyping. • Consumer imagery. • Perceived quality. • Perceived risk. • Distinguish stochastic time-series analysis and input-output analysis.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of chapter topics. • Apply chapter concepts to examples. • Present intended project topics for consideration and critique.
HOMEWORK & ASSIGNED	Continue research and work on final project



READINGS	Homework: Chapter 4, pp.86-119 / 117-119
DATE	WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Consumer learning and elements of consumer behavior. • Classical conditioning and instrumental. • Measurement of consumer learning.
TOPIC (S)	<ul style="list-style-type: none"> • Define observational learning. • Review information processing. • Cognitive learning process. • Consumer involvement and hemispheric lateralization. • Assess the outcomes and measures of consumer learning. • Brand loyalty and equity.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Engage in discussion in the classroom regarding the chapter main topic and concept. • Observe the application of chapter through examples.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 5, pp.120-143 / 142-143
DATE	WEEK 6
SPECIFIC OBJECTIVES	EXAM I <ul style="list-style-type: none"> • Consumer attitudes their foundation and change. • Determine Multi-Attitudes Models. • Discuss Attitude-toward-object Model.
TOPIC (S)	<ul style="list-style-type: none"> • The role of personality factors. • Define cognitive, affective, conative components. • Point out the different theories and models. • Examine motivational functions of attitudes. • Find the value of changing the motivational functions of attitudes. • Analyze the elaboration of the likelihood model.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Create a debate over the main topics of the chapter. • Discuss the chapter case in class. • Video discussion.
HOMEWORK & ASSIGNED READINGS	Homework: Chapter 6, pp. 144-169 / 165-169
DATE	WEEK 7

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Persuading Customers. • Analyzing the communication process. • Discuss the measures of message effectiveness • From print and broad advertising to social and mobile media.
TOPIC (S)	<ul style="list-style-type: none"> • Define broadcasting versus narrowcasting. • Designing persuasive message. • Persuasive advertising approaches appeals. • Review selects a case study. • Targeting segments versus eyeball • Google' consumer tracking • Consumer and mobile advertising • Measure media's advertising effectiveness • Traditional media's electronic evolution
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of chapter topics • Discuss the different appeals • Review selects a case study.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 7- 8, pp. 170-187 / 185-187 / 188 -205 / 203-205
DATE	WEEK 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Reference Group and word-of-Mouth. • Credibility and reference groups • Strategic Applications of Word-of-Mouth.
TOPIC (S)	<ul style="list-style-type: none"> • Point out Factor Affecting Reference Group Influence. • Analyze the word-of-mouth and opinion leadership. • Characteristics of opinion leader. • Measuring Opinion Leadership. • Stimulating word-of-mouth. • Viral Marketing • Diffusion of innovation: Segmentation by adopter Categories.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of chapter topics • Examination of Reference Group and Word-of-Mouth.
HOMEWORK & ASSIGNED	Continue research and work on final project. Homework: Chapter 9, pp. 206-229 / 226-229



READINGS	
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The family and its social standing. • Examine the family as a socialization agent. • Analyze social classes' characteristics and consumer behavior.
TOPIC (S)	<ul style="list-style-type: none"> • Characterize the family life cycle. • Outline non-traditional families and non-family households. • Describe social standing and consumer behavior. • Distinguish the measure of social class. • Discuss social class and Geo-demographics.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Differentiate non-traditional families and non-family households. • Consider the factors that influence the social classes.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 10, pp. 230-265 / 262-265
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Cultures' Influence on consumer behavior. • Subcultures and consumer behavior. • Determine culture and subcultures.
TOPIC (S)	<ul style="list-style-type: none"> • Culture's Role and dynamics. • Learning cultural values • Describe nationality and ethnicity subcultures. • Discuss American core cultural value. • Discuss the effects of Green Marketing.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Define the cultures and consumer behavior. • Discuss the factors that affect cultures and the consumer behavior.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 11, pp. 266-288 / 286-288
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Subcultures and consumer behavior. • Understand cultures and subcultures.
TOPIC (S)	<ul style="list-style-type: none"> • Review nationality and ethnicity subcultures. • Analyze religious subcultures, generational (age) and gender



	subcultures.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discuss the understanding of subcultural and consumer behavior. • Study the role of nationality and ethnicity subcultures.
HOMEWORK & ASSIGNED READINGS	Due: First Draft of Final Project Homework: Chapter 12, pp. 290-312 / 310-312
DATE	WEEK 12
SPECIFIC OBJECTIVES	MIDTERM EXAM II <ul style="list-style-type: none"> • Cross-Cultural consumer behavior: An international perspective. • Examine the Global Marketing opportunities.
TOPIC (S)	<ul style="list-style-type: none"> • Discuss the concept localization versus standardization. • Describe proactive, systematic-analytical, value-based pricing. • Analyze Cross-Cultural segmentation. • Explain applications for effective penetration in the international arena. • Observe market reaction.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discuss the international vs. global marketing. • Review real-world examples and application.
HOMEWORK & ASSIGNED READINGS	Homework: Chapter 13, pp. 314-337 / 334-337
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Consumer Decision-making and diffusion of innovations. • Learn about consumer decision-making model. • Distinguish consumer gifting behavior.
TOPIC (S)	<ul style="list-style-type: none"> • Describe decision-making process. • Explain decision-making: Output. • Understand diffusion and adoption of innovations. • Analyze product features that affect adoption. • Examine the adoption process.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Learn the decision making process. • Video for discussion in class.
HOMEWORK	Editing & Revision of Final Project

& ASSIGNED READINGS	Homework: Chapter 14, pp. 338-351 / 350-351
DATE	WEEK 14
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Marketing ethics and social responsibility. • Describe social responsibilities. • Point out constraints legal obligations. • Consumer Research.
TOPIC (S)	<ul style="list-style-type: none"> • Analyze the societal marketing concept. • Understand exploited marketing. • Study promotional messages and techniques. • Analyzed consumers' privacy and abuses. • Describe promotional social causes. • Developing Research objectives. • Collecting Secondary data. • Designing Primary Research • Combining Qualitative and quantitative research. • Data analysis and reporting research findings.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Video in class and case review. • Determine marketer obligation and government regulations.
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Homework: Chapter 15, 16 pp. 352-375 / 374-375 / 376-397 / 396-399
DATE	WEEK 15
SPECIFIC OBJECTIVES	Final Project Final Presentation Final Exam
TOPIC (S)	
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Final project TBA • Final presentation 10-15 minutes presentation with a PowerPoints. • Final exam including chapters: 1-15.
HOMEWORK & ASSIGNED READINGS	None

Instructional Methods

The methods of instruction will be influenced by institutional constraints, class size, class meeting length, course length, and individual instructor style. Usually, student interest and learning is enhanced by the use of multiple instructional methods. Aside from the traditional assignment of textbook readings and presentation of lectures based on these readings, methods of instruction might include the following:

1. A review of the questions at the end of the chapter.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

Instructional Materials and References

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.



Distribution of Grade Elements

Homework:	15%
Exams I, II, III:	60% (20% each)
Final Presentation:	10%
Final Research Project:	15%
Total:	100%

Date Syllabus Was Last Reviewed: Date: 01-11-2015