

COURSE FILE SUMMARY (NEW)

COURSE INFORMATION

<u>College/ Institute / Center</u>	Management & Technology	<u>Department</u>	Marketing & International Business
<u>Programme Title</u>	Bachelor of Business Administration	<u>Programme Code</u>	
	Consumer Behavior	<u>Course Code</u>	EA315
# Hours	-----2----- Lecture	-----2----- Lab / <u>Tutorial</u>	-----64----- Credit
Pre Requisites : Marketing Principles EA 211			

COURSE DESCRIPTION

This course introduces the latest and best thinking by some very bright scientists who develop models and studies of consumer behaviour. It goes beyond studying the act of buying where having and being are also considered important. It also includes the interrelationships between the individual consumer and his or her social realities.

COURSE OBJECTIVES

- Describe the field of Consumer Behavior and emphasize its crucial impact on the practice of marketing and performance of business organizations.
- Explain the internal and external factors affecting the ongoing consumer behavior process.
- Help students analyze different cases as marketing practitioners and introduce different effective approaches to influence consumer behavior.

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
<u>Lectures</u>	PH. D In Marketing	Interpersonal Computer	1
<u>Tutorials</u>	-Bachelor of BA Major Marketing	Interpersonal Computer	1/2
<u>Laboratories / Workshops</u>			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1 st .	3	Chapter 1: An Introduction to Consumer Behavior
2	2 nd .	3	Chapter 1 ...continued
3	3 rd .	3	Chapter 2: Perception
4	4 th .	3	Chapter 2: : continued
5	5 th .	3	Chapter 3.... Motivation and Values
6	6 th .	3	Chapter 3 : continued
7	7 th	3	Mid - term Exam
8	8 th .	3	Chapter 6 ... Personality and Lifestyle
9	9 th .	3	Chapter 6: : continued
10	10 th .	3	Chapter 10: Buying and Disposing
11	11 th .	3	Chapter 11: : Group Influence and Opinion Leaders
12	12 th .	3	12 th week exam
13	13 th .	3	Chapter 16: Cultural influences on consumer Behavior
14	14 th .	3	Chapter 17: The Creation and Diffusion of Consumer Culture
15	15 th .	3	Submission of Term Paper Presentations
16	16 th .	3	Presentations

TEXT BOOKS

Code*	Description
	Solomon, M.R. (2003), Consumer Behavior: Buying, Having, & Being, 6 th . Ed., Prentice Hall International, Inc.

READINGS & OTHER RESOURCES

Code*	Description
	<ul style="list-style-type: none"> - Journal of Consumer Research - Advances in Consumer Research - Journal of Consumer Marketing - Journal of International Consumer Marketing <p>www.prenhall.com/phlip, www.emerald.com, www.ama.com</p>

TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	1	2	Discussion of course outline and project outline- Team formation and roles clarification
2	2	2	Applications on Chapter 1
3	3	2	Applications on Chapter 1
4	4	2	Applications on Chapter 2
5	5	2	Applications on Chapter 2
6	6	2	Revision for 7 th week exam +Applications on chapter 3
7	7	2	Model 7 th week exam
8	8	2	Applications on Chapter 6
9	9	2	Discussion on project + cases
10	10	2	Applications on Chapter 10
11	11	2	Revision for 12 th week exam
12	12	2	Model 12 th week exam + Applications on Chapter11
13	13	2	Applications on Chapter 16
14	14	2	Applications on Chapter 17

LABORATORY WORKSHOP SCHEDULE				
Laboratory				Description
#	Week	Hrs.	Code	
				NA

COMPUTER USAGE
- Power point presentations
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GRADING AND ASSESSMENT METHOD										
Week #	Points	Written	Oral	Term Paper	Continuous	Thesis	Attendance			
7	30	30								
12	25	20								
1-15	10				10					
1-15	10									
16	25			40						

Prepared by:

Approved by :

Designation

Designation

Name

Name

Sign

Sign

Date

Date

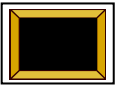
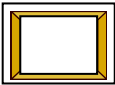





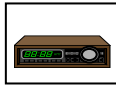
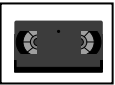
COURSE FORMAT & METHODOLOGY

Code*	Description
	<ul style="list-style-type: none"> -The course will include a combination of lecture and practical exercises including student presentations for term projects. - The Course activities will include in-class group discussions, and periodical applications and assignments. - The course involves a team term project where students have to apply what they have taken in the course from a practical perspective and thorough analysis from the consumer point of view. - The course involves written cases for class discussion.
<p>* TB : Text Book RB: Reference Book ST: Standards / Codes LN: Lecture Notes</p>	

SUPPLEMENTARY MATERIAL

Code*	Description
	<ul style="list-style-type: none"> - Case studies (Blythe, J. (2003), <i>Essentials of Marketing Communications</i>, 2nd ed., Prentice Hall, Harlow) -course outline
<p>*PR: Periodical SW: Software VT: Video Tape OS: Overhead Slide MD: Model AC: Audio Cassette</p>	

EDUCATIONAL RESOURCES

								
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