

# Bemidji State University

## BUAD 3567: Consumer Behavior

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

An interdisciplinary approach to the study of the buying behaviors of consumers. Emphasizes the marketing implications of theory and findings from the behavioral sciences. Prerequisite: BUAD 3361.

**B. COURSE EFFECTIVE DATES:** 08/20/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Attitudes & Attitude Change
2. Comprehension, Memory & Cognitive Learning
3. Consumer Culture
4. Consumer Learning: Perception
5. Consumer Misbehavior
6. Consumer Relationships
7. Consumers in Situations
8. Consumption to Satisfaction
9. Decision Making I: Need Recognition & Search
10. Decision Making II: Alternative Evaluation & Choice
11. Group Influence
12. Marketing Ethics, Misbehavior, & Value
13. Motivation and Emotion: Driving Consumer Behavior
14. Personality, Lifestyle, & Self concept
15. Value & the Consumer Behavior Value Framework
16. What is CB & Why Should I Care?

### D. LEARNING OUTCOMES (General)

1. gain an understanding of why people buy things and to appreciate how products, services, and consumption activities contribute to the broader social world we experience."

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted