

# North Hennepin Community College

## BUS 1610: Consumer Behavior

### A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is an in-depth study of how and why people buy and gain an understanding of the factors influencing a purchase decision and how marketing research can enhance decision-making in this area. Topics include social structures and their effect on consumer purchase behavior, individual adoption and resistance behavior, and marketing efforts based on consumer research. Marketing research procedures, methods, and information sources are identified and evaluated. The ability to perform basic marketing research is emphasized.

NOTE: Bus 1600 recommended

### B. COURSE EFFECTIVE DATES: 08/26/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. The role of marketing research and the market information system
2. The marketing research process
3. Types of quantitative and qualitative research
4. Information types and sources
5. Data collection methods, measurement scales, and data collection forms
6. Summarizing and generalizing findings
7. The development of a research report
8. Consumer behavior's role in business and different approaches to studying consumer behavior
9. The consumer decision making process
10. Determining a sampling size and a sampling plan
11. Internal influences of cognitive learning, perception, comprehension, memory, motivation, personality, and attitude
12. External influences of consumer culture, subculture, and groups
13. Consumer relationships and loyalty
14. Consumer and marketing misbehavior and ethics

#### **D. LEARNING OUTCOMES (General)**

1. Define the role of consumer behavior to marketing planning and decision making and identify the many sources of marketing information and the various means for gathering such information NHCC ELO 1 (knowledge)
2. Prepare quantitative and qualitative market research within the scope of consumer behavior NHCC ELO 2 (Inquiry and analysis, information literacy, quantitative literacy)
3. Analyze consumer behavior situations and apply consumer behavior concepts to develop solutions NHCC ELO 2 (inquiry and analysis, critical thinking, written communication) NHCC ELO 4 (applied learning)
4. Solve research and consumer behavior-related problems collectively in diverse student teams NHCC ELO 2 (teamwork and problem solving)
5. Define terminology and concepts related to the field of marketing research and consumer behavior NHCC ELO 1 (knowledge)

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

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community