

# Dakota County Technical College

## MKTC 1150: Consumer and Professional Buying Behavior

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Course examines the principles of the behavioral sciences of psychology, sociology and anthropology and how these sciences are used in creating marketing communications plans aimed at consumer or professional buyers. Specific topics include perception processes, lifestyle analysis, personality psychographics, motivation analysis and influence of groups on buying behaviors.

Prerequisistes: None

**B. COURSE EFFECTIVE DATES:** 06/03/2002 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

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

1. discuss consumer behavior
2. discuss how personality affects consumer behavior
3. discuss how the sensory systems aid consumer buying behavior
4. discuss how values affect consumer behavior
5. discuss the motivation process and its affects on consumer buying behavior
6. explain consumer impact on market strategy
7. explain how behavioral learning theories affect consumer buying behavior
8. explain how individual decision making affects consumer behavior
9. explain how reference groups influence consumer behavior
10. explain how self-concept affects consumer behavior
11. explain purchase situations
12. explain the ethics behind marketing and consumer behavior
13. explain the various levels of buying involvement
14. identify post-purchase evaluation objectives
15. discuss how children make buying decisions
16. discuss how race affects the buying decision
17. discuss how religion affects the buying decision
18. discuss how social issues affect consumer behavior
19. explain how consumer, commercial and government buying behavior varies
20. explain how culture affects the buying decision
21. explain how ethics affect the buying decisions
22. explain how family buying decisions are different than individual family member buying decisions
23. explain how organizations influence consumer behavior
24. identify age segments and their buying decision
25. define how gender plays on buying behavior
26. define the role psychographics plays on buying behavior
27. discuss how message construction can affect consumer buying
28. discuss how technology affects a consumers' buying behaviors
29. discuss the complexities of selling to a large organization
30. discuss the role of memory in learning and buying behavior
31. explain addictive consumption theories
32. explain culture production systems
33. explain difference in global buying behavior
34. explain how a marketing source can affect consumer buyer
35. explain how attitudes can predict behavior
36. explain how opinion leaders affect consumer buying
37. explain how trend forecasting can affect consumer behavior
38. explain product disposal
39. explain the barriers to reception of marketing messages
40. explain the difference between wants and needs
41. explain the diffusion of innovations
42. identify how marketing affects consumer buying
43. identify how people use information to buy products
44. identify motivational conflicts

45. identify perspectives on consumer research
46. identify rituals and myths affecting buying behavior
47. identify the levels of commitment to attitudes for consumer buying
48. learn how your background affects your buying behavior

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted