

Minnesota State University Moorhead

MKTG 421: Consumer Behavior

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

Using concepts drawn from the behavioral sciences to understand those activities people undertake when obtaining, consuming, and disposing of products and services.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Consumer Research
2. Market Segmentation
3. Consumer Motivation
4. Personality and Consumer Behavior
5. Consumer Perception
6. Consumer Learning
7. Consumer Attitudes
8. Communication and Consumer Behavior
9. Family and Reference Groups
10. Social Class and Consumer Behavior
11. Culture and Consumer Behavior
12. Sub-cultures and Consumer Behavior
13. Cross Culture and Global Perspectives
14. Diffusion and Innovation
15. Consumer Decision Making

D. LEARNING OUTCOMES (General)

1. Demonstrate and use the methods and analytical techniques associated with consumer marketing.
2. You will be able to explain, develop and use consumer marketing strategies for competitive advantage.
3. You will be able to explain the effects and use of marketing research for consumer behavior.
4. You will be able to demonstrate in-depth theoretical and applied knowledge of concepts, methods and techniques of market segmentation.
5. You will learn to use appropriate software packages and techniques for market segmentation.
6. Use qualitative techniques to collect and analyze data.
7. Develop and use appropriate cross-sectional instruments to collect quantitative data.
8. Use appropriate software packages to analyze quantitative data, interpret and report findings
9. Discuss ethical issues in connection with consumer behavior and market segmentation

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted