

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		Consumer Behavior
Course Code Number		MGT 372
Year/Semester		IV/VII
Credit Hours		03
Course Objectives:		
Main objective		The focus of the course is to develop and enrich skills and knowledge in applying marketing concepts, theory and principles in global business environment. Key to the course is demonstrating how an understanding of buyer behavior can help to improve strategic decision making.
Enabling objectives		After the completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> • Understand theories and concepts of buyer behavior • Apply buyer behavior concepts to what customers do in "the real world" • Improve skills in the research and analysis of customer segments, demand, and market potential • Utilize knowledge of buyer behavior to enhance strategic decision making
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 8	Introduction Meaning and scope Of the consumer behavior, Types of consumer, Customer value, Satisfaction, Trust and retention, Consumer behavior and Segmentation, Market segmentation, Criteria for effective targeting, Bases for segmentation, Implementing segmentation strategies.
LU 2	LH 18	Individual Determinants of Consumer Behavior Personality: Nature of personality, Theories of personality, Brand personality, Self and Self image Perception: Elements of perception, sensory dynamics of the perception. Learning: Meaning and elements of consumer learning, Behavioral learning, cognitive learning Motivation: Consumer needs and motivation, Dynamics of motivation, Measurement of motives Attitude: Attitude formation, Structure models of attitudes, Strategies of the Attitude change, Values
LU 3	LH 10	Environmental Determinants of Consumer Behavior The changing family, Socialization and Related roles of family members, Family decision making and Consumption related roles, Family life cycle, Group dynamics and Consumer reference groups, Social class, Life style profiles of social classes ,Selected consumer behavior applications of the social class, Culture, Invisible hand of culture, Culture satisfies needs, Measurement of culture, Sub-culture and cross cultural influences.
LU 4	LH 8	Consumer Decision Making And Beyond

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		Consumer decision, Levels of consumer decision making, four views of consumer decision making, Model of consumer decision making, Beyond the decision: Consuming and processing, Relationship marketing, Challenges of customer satisfaction, Loyalty and migration
LU 5	LH 4	Marketing Ethics and Social Responsibility Exploitative targeting, Manipulating consumers, Social responsibility
References		1. Schiffman G.Leon and Kanuk Lazar Leslie,” Consumer Behavior”, 10 th Edition Pearson Education 2. London L.David and Bittle J.Albert ,” Consumer Behavior”, 4 th Edition McGraw Hill.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.