



Course Specifications

Course Title:	Consumer Behavior
Course Code:	MKT310
Program:	BS Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Prince Sultan University
Academic Year:	2020-2021
Course Instructor:	Nafla Al Hokail
Date:	May 2021

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 1
4. Pre-requisites for this course (if any): MKT301
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	0
2	Blended	0	
3	E-learning	43	80%
4	Correspondence	2	20%
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course aims to examine the theories related to consumer behavior in understanding how human beings act in the process of purchasing. It includes the understanding of individual and organizational consumers as decision makers and purchasers. This course is divided into three main sections: (i) Foundations of consumer behavior (ii) Internal influences on consumer behavior, and (iii) External influences on consumer behavior. In general, this course explains consumer behavior from two perspectives – marketer or marketing management and consumer. Students will be exposed to consumer purchase decision-making process, both habitual and complex; cognitive processes and the experience of consumers before, during and after purchase. Besides, the implications of consumer behavior on formation and implementation of marketing strategies, including real life examples and cases will also be discussed.

2. Course Main Objective

This course introduces the students to the basic concept of consumer behavior and exposes them to the actual practices of such concepts in business through real-life case studies. The major topics of emphasis in this course includes fundamentals of consumer behavior; consumer research, market segmentation, consumer motivation and decision process, influence of personality, reference group and culture on consumer behavior, consumer perception and learning, and brand loyalty and equity.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe basic concepts related to consumer behavior.	PLO 1
1.2	Recognizes the importance of psychological, social, and communication in the behavior of consumers	PLO 1
2	Skills:	
2.1	Relate the consumer behavior concepts to real marketing practices.	PLO 2
2.2	Interpret the real world marketing stimuli according to the concepts covered.	PLO 5
3	Competence:	
3.1	Indicate ability to work in group	PLO 7
3.2	Demonstrate presentation skills using technology application	PLO 3,4,7

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to Consumer Behavior	3
2	Chapter 2 Consumer and Social Well-Being	3
3	Chapter 3: Perception	3
4	Chapter 4: Learning and Memory	6
5	Chapter 5: Motivation and effect	3
6	Chapter 6: The Self: Mind, Gender and Body	3
7	Chapter 7: Personality, Lifestyles and Values	6
8	Chapter 8 : Attitudes and Persuasion	3
9	Chapter 9: Decision Making	3
10	Chapter 11: Groups and Social Media	3
11	Chapter 12: Income and Social Class	3
12	Chapter 13: Subcultures	3
13	Course wqarpuo	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Knowledge	Lecture instruction assignments Presentation In class discussions case discussions	Assignments, Midterm, Presentation, Final Exam
2.0	Skills		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation Case discussions	Final project Midterm, Presentation, Final Exam
2.2	Interpersonal Skills & Responsibility	Presentations and project report	Project report and Presentation, Attendance
3.0	Competence		
3.1		Project report and Presentation	Individual Presentation, Project report

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 6)	20%
2	Second major exam	(Week 10)	20%
3	Final report and presentation	(Week 12)	20%
8	Final exam		40%
9	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Sun (11:00 to 11:50); Mon (2:00 to 2:30); Tue (11:00 to 11:50); Wed (2:00 to 2:30); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: nhokail@psu.edu.sa

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Solomon, M. R. (2018) Consumer Behavior, 12 th Edition; Pearson, Harlow.
Alternative Textbook	Schiffman, Leon G. & Joseph Wisenblit (2015) Consumer Behavior, 11 th Edition. Pearson
Electronic Materials	Journal of Marketing; Journal of Academy of Marketing Sciences
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Google meet, computing resources, library, LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer ,wifi MOODLE system

Item	Resources
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	