

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Consumer Behavior

1- Basic Information:

Course Name	Consumer Behavior
Course ID	BMK502
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	24
Synchronized Session Work Load	18
Credit Hours	5
Course Level	5

2- Pre-Requisites:

Course	ID
Introduction to marketing	BMK401

3- Course General Objectives:

The course aims to introduce students to consumer behavior in the market place and decision making process, It discusses the internal factors that influence consumer behavior, such as motives, perception, learning, personality and attitudes. It also Identify the role of the external factors such as: reference groups and culture in this behavior. It also aims to discuss how consumers adopt an innovation and the diffusion of new product.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The students should be able to argue the consumers role in the marketing function and the entire business, and compare between the different perspectives of consumer behavior studies
ILO2	The students should be able to describe the various steps of consumer decision making, compare between extensive and limited decision making and routinized choice behavior, and summarize the types of perceived risks and their effects on consumer purchasing decisions.
ILO3	The students should be able to conclude the internal psychological factors affecting consumer behavior such as motivation, perception, learning, personality and attitudes, and evaluate some marketing applications related to these factors .
ILO4	The students should be able to summarize the external factors influencing consumer behavior such as culture, subcultures, reference groups and the family
ILO5	The students should be able to understand the adoption and diffusion of new products, and evaluate cases related to the adoption process and diffusion of new products .

5- Course Syllabus (24 hours of total Recorded Sessions, 24hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • The concept of consumer behavior • The importance of studying consumer behavior for marketers • Relationship of consumer behavior to other sciences 			<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO2	<ul style="list-style-type: none"> • Purchase decision stages • Types of purchase decisions • Risks associated with purchasing decisions 			<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO3	<ul style="list-style-type: none"> • Motivation • Perception • Learning and memory • personality • attitudes and beliefs 			<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.

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ILO4	<ul style="list-style-type: none"> Culture Sub-cultures Family and reference groups 			<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO5	<ul style="list-style-type: none"> Adoption and diffusion of innovations 			<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	The students should be able to argue the consumers role in the marketing function and the entire business, and compare between the different perspectives of consumer behavior studies	Students can relate consumer behavior to marketing, and estimate that consumer choices are closely related to the nature of their lives	✓	✓	✓		
ILO2	The student should be able to describe the various steps of consumer decision making, compare between the differences between extensive and limited decision making and routinized choice behavior, and summarize the types of perceived risks and their effects on consumer purchasing decisions.	The student employs the knowledge acquired through the lecture in determining the appropriate methods to be used to influence the behavior of the consumer at each stage of the decision making process ,and to adopt the appropriate mechanisms to reduce the risks associated with purchasing decisions.	✓	✓	✓		

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ILO3	The student concludes internal psychological factors represented by motivation, perception, learning, personality and attitudes, and evaluate their role in the purchasing decision	The student remembers motivational theories and discusses the motives measurement methods	✓	✓	✓		
		Analyzes marketing stimuli that affect perception	✓	✓	✓		
		Analyzes marketing application of learning theories and suggests appropriate marketing applications	✓	✓			
		Analyzes marketing application of learning theories and suggests appropriate marketing applications	✓	✓			
		analyzes the impact of attitude on purchasing behavior , and student should be able to measure trends	✓	✓	✓		
		Analyzes personal patterns and evaluates their marketing applications	✓	✓	✓		
ILO4	The students should be able to summarize the external factors influencing consumer behavior such as culture, subcultures, reference groups and the family	The student can discuss the impact of culture and subcultures on consumer behavior , apply realistic examples of how marketing strategies are adapted to different cultures and how family and reference groups impacts can be employed in marketing strategies	✓	✓	✓		

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ILO5	Evaluating the adoption concept and diffusion of new products	The student evaluates a practical cases covering the adoption of new products and the factors affecting it	✓	✓	✓		
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7- Practice Tools:

Tool Name	Description

8- Main References

- 1- East Robert, Singh, Jaywant, Wrightm Malcolm, Vanthuele "Consumer Behaviour" 3ed,SAGE,2016
- 2- Hoyer, Wayne, Maclnnis, Deborah,Pieters,Rik ,"Consumer Behavior" 7th Edition, Cengage Learning, 2017
- 3- Solomon, Michael, "Consumer Behavior" 12 edition ,Pearson Education Limited, 2016
- 4- Solomon, Michael,Bamossy,Gary ,AskegaardProf Søren"Consumer Behavior: A European Perspective"12 edition,Pearson Education Limited, 2017
- 5- Wanke, Michaela" Social Psychology of Consumer Behavior" Taylor &Francis Group, 2015

9- Additional References

- 1- الغدير، حمد. الساعد، رشاد. سلوك المستهلك (1996)، عمان، دار زهران.
- 2- سليمان، أحمد علي. سلوك المستهلك (2000)، مكتبة الملك فهد الوطنية للنشر، السعودية.
- 3- المنياوي، عائشة. سلوك المستهلك : المفاهيم والاستراتيجيات (1998) القاهرة، مكتبة عين شمس.