

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 271

Credits: 3

Course Title: Consumer Behavior

Course Description: Examines the various influences affecting consumer-buying behavior before, during, and after product purchases. Describes personal, societal, cultural, environmental, group, and economic determinants on consumer buying. Lecture 3 hours per week.

General Course Purpose: Understanding how and why consumers make purchasing decisions is vital to the success of any organization. As the business environment becomes more complex, it becomes increasingly important to understand the dynamics of consumer behavior. How consumers gather information, how they process it, and how they respond will influence organizational marketing efforts and the goods and services they deliver.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Explain and apply the key terms, definitions, and concepts used in the study of consumer behavior;
- b. Demonstrate how as a marketer you can use your knowledge of consumer behavior concepts to develop better marketing programs and strategies to influence those behaviors;
- c. Evaluate critically the effectiveness of various advertisements and promotions and their attempts to influence the behaviors of individuals; and
- d. Analyze the trends in consumer behavior and apply them to the marketing of an actual product or service.

Major Topics to Be Included:

- a. Introduction to Consumer Behavior and Consumer Research
- b. Internal Influences on Consumer Behavior
- c. External Influences on Consumer Behavior
- d. Consumer Decision Making

Date Created/Updated (Month, Day, and Year): January 28, 2019