

Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 316 |
| Course Title | Consumer Behavior |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICMB 221 |
| 5. Type of Course | Required Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | Introduction to theories of consumer behavioral analysis, consumer decision-making process, consumer psychological processes and their impact on marketing decision, and social and cultural dimension in the consumer purchasing process. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Understand the fundamental consumer behavior concepts in both theoretical and empirical aspects. |
| | 9.2 Explore and interpret consumer psychology and sociocultural influences emerging from real-life situation. |
| | 9.3 Identify marketing opportunities and propose actionable strategies. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Introduction to Consumer Behavior	4	0	8	KPT
2	Consumer Research and Segmentation	4	0	8	KPT
3	Problem Recognition and Situational Influence	4	0	8	KPT
4	Information Search and the Evaluation	4	0	8	KPT
5	Purchase and Post-purchase	4	0	8	KPT
6	Midterm Examination	4	0	8	KPT
7	Culture and Social Class Influences	4	0	8	KPT
8	Group and Family Influences	4	0	8	KPT
9	Perception, Learning, and Memory	4	0	8	KPT
10	Motivation, Personality and Emotion	4	0	8	KPT
11	Self Concept and Lifestyle	4	0	8	KPT
	Total	44	0	88	

11. Teaching Method(s)

Combination of class lecture and case discussion
Special Topic from experienced guest lecturers

12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,
News clipping and selections from popular marketing and business literature

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in understanding the fundamental consumer behavior concepts in both theoretical and empirical aspects.
- 13.2 The ability in exploring and interpreting consumer psychology and sociocultural influences emerging from real-life situation.
- 13.3 The ability in identifying marketing opportunities and propose actionable strategies.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	30%
3. Group Project	25%
4. Case Analysis	15%

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Hawkins, D. I., Mothersbaugh, D. L., and Best, R. J. (2006). **Consumer Behavior: Building Marketing Strategy**, 10th Edition, McGraw Hill.

16. Instructor(s)

Kandapa Thanasuta

17. Course Coordinator

Program Director of Marketing Major

