J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 271 **Credits: 3**

Course Title: Consumer Behavior

Course Description (including lecture hours, lab hours, total contacts)
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/Corequisites (E*ntry-level competencies* ***required*** *for enrollment*)
None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to.

a. Understand the complexity of the consumer.
b. Explain the consumer changes created by family and economic forces.
c. Explain the role marketers have on consumer decisions.
d. Demonstrate improvement in levels of sophistication in making independent purchase decisions.

Major Topics to be Included

- Attitudes
- Perception
- Learning and Memory
- Motivation and Values
- Individual Decision Making
- Buying and Disposing
- Group Influence and Opinion Leadership
- Ethnic, Racial, and Religious Subcultures
- Income and Social Class

Effective Date of Course Content Summary: September 8, 2008