

Identification	Subject	MKT 430 - Consumer Behavior – 3 KU/6ECTS	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Spring 2023	
	Instructor	Maral Jamalova	
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	Classroom/hour	Mashati Ganjavi 41	
Prerequisites	MKT 302 Marketing		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<i>Textbook</i> Solomon, M., White, K. M., & Dahl, D. W. (2017). Consumer Behavior: Buying, Having, BEing (Canadian). Toronto: Pearson.		
	<i>Supplementary Materials</i> Hawkins, D. I., & Mothersbaugh, D. L. (2010). Consumer Behavior: Building Marketing Strategy (11th ed.). McGraw-Hill/Irwin. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2013). Consumer Behavior (6th ed.). South-Western, Cengage Learning. https://doi.org/10.2307/1251656		
Course website	https://hbswk.hbs.edu/Pages/browse.aspx?HBSTopic=Consumer%20Behavior		
Course outline	This course provides an overview of psychological and social concepts that relate to gathering consumer insight. The course focuses on understanding the impact of brain functions as well as social and cultural factors on consumer choice. Also, the subject covers other various aspects that might affect consumer behavior. The curriculum is based on the theoretical model of human cognition and focuses on the results of the marketing mix (input) and consumer behavior (output).		
Course objectives	Consumer behavior is the study of how people or groups choose, acquire, utilize, and discard goods, services, concepts, to fulfill their needs and desires. The lectures will give you in-depth knowledge of all facets of customer behavior and better opportunity to develop as a marketer. The course’s main objectives are: <div><div>1.</div><div>Examine ideas, results, techniques, and strategies that used for attracting and retaining customers.</div></div> <div><div>2.</div><div>Learn about the cognitive (sensation, perception, attention, memory, and learning) and emotional (surprise, pleasure, pain, and satisfaction) factors involved in predicting and understanding consumer behavior.</div></div> <div><div>3.</div><div>deeper comprehension of persuasion and attitudes.</div></div> <div><div>4.</div><div>Additionally, you'll discover how consumers feel about innovation, new items, and tipping points.</div></div>		
Learning outcomes	By the end of this course, you should be able to: <div><div>1.</div><div>Understand the impact of marketing tools on consumer behavior.</div></div> <div><div>2.</div><div>Understand how consumer behavior should influence marketing strategy.</div></div> <div><div>3.</div><div>Identify and choose correct marketing tools in order to attract customers.</div></div> <div><div>4.</div><div>Utilize the results of research on consumer behavior while developing and accessing marketing plans.</div></div> <div><div>5.</div><div>Explain social, cultural and psychological aspects of consumer behavior and using them in customer attraction and retention.</div></div>		
Teaching methods	Lecture		X
	Group discussion		X
	Case study		X
	Course paper		X
	Others		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Activity		5
	Attendance		5
	Personal project		10
	Group presentation		10
	Final Exam		40

		Total	100
Policy		<p>Attendance and activity (5 points for each one): Students exceeding the 25% absence limit will not be allowed to participate in the final exam. Class attendance shall mean physical presence in the classroom which should be 75%.</p> <p>Case studies/Group presentations (10 points): The students will present a case study based on a selected product/brand. The case study will be related to understanding and application of Chapters 1-8 and will take place after the 9th and 10th lectures. The students will try to apply discussed concepts (i.e., Perception; Learning, and Memory; Motivation and Affect; The Self; Personality, Lifestyles, and Values) in a relation to the selected brand/product. The projects will be prepared in groups. Students are free to select working in groups or alone. Groups should consist of 4-6 students depending on class size. Each group will present their opinion regarding of above-mentioned aspects of purchase behavior (4-5 slides for each person, max 20 min). Successful national/global brands can be chosen for case studies.</p> <p>Personal Project/ Individual presentations (10 points): The personal project is designed in a way that allows students to apply the learned concepts and marketing methods in practice. The execution of the project will be set in a real-time environment to understand the complexities of real-time decision-making. The students will choose the product/brand based on their personal interests. They will present the formulation of their purchase behavior toward the selected product and explain it in 10 slides. The presentations will be evaluated according to the quality of the presentation as well as the content of the slides. If it is a project, it will be graded individually.</p> <p>Individual presentations can be made after the 4th lecture at any time that is appropriate for the student and lecturer. The duration of the presentation will be around 10 minutes. The report should be submitted by the students one week before the presentation.</p> <p>Cheating / Plagiarism: Cheating or other plagiarism issues during mid-term and final examinations will lead to paper cancellation. As result, the student will automatically get zero (0), without any consideration.</p>	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/ Assignments
1		An Introduction to Consumer Behaviour	Chapter 1 (pp. 1-25)
2		Perception	Chapter 2 (pp. 33-58)
3		Learning and Memory	Chapter 3 (pp. 61 - 88)
4		Motivation and Affect	Chapter 4 (pp. 93 – 117)
5		The Self	Chapter 5 (pp. 120-144)
6		Personality, Lifestyles and Values	Chapter 6 (pp. 150 -177)
7		Attitudes	Chapter 7 (pp. 183 -204)
		Midterm exam	Chapter 1 -7
8		Attitude Change and Interactive Communications	Chapter 8 (pp. 209 -238)
9		Individual Decision Making (Case study/Group Presentation)	Chapter 9 (pp. 242 -274)
10		Individual Decision Making (Case study/Group Presentation)	Chapter 9 (pp. 242 -274)
11		Buying and Disposing	Chapter 10 (pp. 277–305)
12		Income, Social Class, and Family Structure	Chapter 12 (pp. 341 – 372)
13		Cultural Influence on Consumer Behaviour	Chapter 14 (pp. 410 – 438)

14		The Creation and Diffusion of Culture	Chapter 15 (pp. 441 – 462)
15		Subcultures	Chapter 13 (pp. 376 – 410)
		Final exam	