

**BMK 59 Course Outline as of Summer 2021****CATALOG INFORMATION**

Dept and Nbr: BMK 59 Title: CONSUMER BEHAVIOR  
 Full Title: Consumer Behavior  
 Last Reviewed: 5/9/2022

| Units   |      | Course Hours per Week |      | Nbr of Weeks | Course Hours Total |       |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 1.50 | Lecture Scheduled     | 1.50 | 17.5         | Lecture Scheduled  | 26.25 |
| Minimum | 1.50 | Lab Scheduled         | 0    | 5            | Lab Scheduled      | 0     |
|         |      | Contact DHR           | 0    |              | Contact DHR        | 0     |
|         |      | Contact Total         | 1.50 |              | Contact Total      | 26.25 |
|         |      | Non-contact DHR       | 0    |              | Non-contact DHR    | 0     |

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

The use of consumer data and the study of emerging cultural shifts in forward planning for marketing and business. Topics include the effects of evolving consumer activity and the influence of trends, fads, buzz, pop culture and lifestyle swings on business and consumer behavior.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:****Schedule of Classes Information:**

Description: The use of consumer data and the study of emerging cultural shifts in forward planning for marketing and business. Topics include the effects of evolving consumer activity and the influence of trends, fads, buzz, pop culture and lifestyle swings on business and consumer behavior. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

|                   |                      |            |           |
|-------------------|----------------------|------------|-----------|
| <b>AS Degree:</b> | <b>Area</b>          | Effective: | Inactive: |
| <b>CSU GE:</b>    | <b>Transfer Area</b> | Effective: | Inactive: |

|               |                      |            |           |
|---------------|----------------------|------------|-----------|
| <b>IGETC:</b> | <b>Transfer Area</b> | Effective: | Inactive: |
|---------------|----------------------|------------|-----------|

|                      |              |            |           |           |
|----------------------|--------------|------------|-----------|-----------|
| <b>CSU Transfer:</b> | Transferable | Effective: | Fall 2002 | Inactive: |
|----------------------|--------------|------------|-----------|-----------|

|                     |            |           |
|---------------------|------------|-----------|
| <b>UC Transfer:</b> | Effective: | Inactive: |
|---------------------|------------|-----------|

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Examine and assess the process involved in the selection, purchase, use, and disposal of consumer goods and services.
2. Demonstrate proficiency in measuring the importance and impact of popular culture, attitudes, personality, and other drivers of global consumer consumption.
3. Compare ethical and responsible tactics used in the design of business strategies.

### **Objectives:**

At the end of the course, students will be able to:

1. Evaluate the relationship between perception, learning, memory and motivation.
2. Compare the roles of self and gender in modern marketing.
3. Examine how consumer attitudes are shaped and influenced.
4. Analyze individual and household buying and decision making behavior.
5. Distinguish between trends and fads.
6. Measure the impact of pop culture on product development and marketing.
7. Formulate an effective lifestyle analysis study.
8. Relate cultural and societal behavioral data to consumer behavior.

### **Topics and Scope:**

1. Marketing strategy
2. Changing societal values/ethics
3. Demographics and social stratification
4. Subcultures, reference groups, families and households
5. Group influences on consumer behavior
6. Product perception
7. Learning, memory and product positioning

8. Consumer motivation and personality
9. Hype, unpredictability and product failure
10. Cultural trends and their impact on consumer behavior
  - A. Fads and buzz
  - B. Pop culture and lifestyle

### Assignment:

1. Read 10 to 20 pages per week
2. Written homework assignments
3. Examine and discuss case studies
4. Weekly exams on market indicators and culture trends
5. Prepare a written lifestyle analysis
6. Participate in creative team activities

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework assignments; Prepare a written lifestyle analysis

Writing  
30 - 40%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework assignments, team activities

Problem solving  
10 - 30%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Examine and discuss case studies; Presentation of market indicators and culture trends; Participate in creative team activities

Skill Demonstrations  
10 - 30%

**Exams:** All forms of formal testing, other than skill performance exams.

Weekly examinations of market indicators and culture trends

Exams  
20 - 40%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
5 - 20%

### Representative Textbooks and Materials:

CB7. Babin and Harris. Cengage: 2016.

