

BMK 59 Course Outline as of Fall 2023**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:

Students will examine 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 demand, needs, 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: Students will examine 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 demand, needs, 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:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:

IGETC:	Transfer Area	Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 2002	Inactive:
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UC Transfer:	Effective:	Inactive:
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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 conclusion of this course, the student should 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:

- I. Marketing Strategy
- II. Changing Societal Values/Ethics
- III. Demographics and Social Stratification
- IV. Subcultures, Reference Groups, Families and Households
- V. Group Influences on Consumer Behavior
- VI. Product Perception
- VII. Learning, Memory, and Product Positioning

- VIII. Consumer Motivation and Personality
- IX. Hype, Unpredictability, and Product Failure
- X. Cultural Trends and their Impact on Consumer Behavior
 - A. Fads and buzz
 - B. Pop culture and lifestyle

Assignment:

1. Reading
2. Written homework assignments
3. Examine and discuss case studies
4. Weekly exams on market indicators and culture trends
5. Prepare and present 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:

Instructor prepared materials

