

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 332

CONSUMER BEHAVIOR

COURSE DESCRIPTION

Students in this course demonstrate their knowledge of customer acquisition, consumption, and disposal of products and services. Students analyze buyer behavior of individual consumers, businesses, and governments and evaluate the influence that demographics, popular culture, and subcultures have on consumer behavior.

RATIONALE

Consumers are presented with an array of choices when it comes to acquisition, use, and disposition products. It is essential for marketers to understand consumer needs, desires, and motives in addition to cultural and environmental influences on customer behavior to develop marketing strategies for competitive advantage. The better we are able to understand the consumer, the better we are able to predict and meet their needs profitably.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Identify steps and factors related to consumer decision-making and buying processes.
- B. Analyze the influence of internal, external, and situational decision-making factors on buyer behavior.
- C. Develop a consumer behavior profile for a target market segment of an existing product brand.
- D. Formulate a marketing strategy to increase demand for an existing product brand based on the consumer behavior profile.
- E. Integrate Christian worldview within the application of consumer behavior to marketing strategies.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be 400–500 words, demonstrate course-related knowledge, and incorporate at least 2 peer-reviewed resources. In addition to the thread, the student will reply to at least 2 classmates' threads. Each reply must be 250–350 words and incorporate at least 1 peer-reviewed resource. Current APA format must be used.

- D. Consumer Behavior Profile

The student will construct a consumer behavior profile of at least 1,000 words for a target market segment of an existing product brand. In the profile, the student will provide details on demographic, psychographic, and buyer behavior information. The profile must include a title page and a reference page. The title page and reference page do not count towards the required word count. Current APA format must be used.

- E. Case Study

The student will read and respond to questions on a case study scenario. The written response must be at least 1,000 words and contain a minimum of 2 scholarly sources in addition to the Bible. A title page and reference page must be included. The title page and reference page do not count towards the required word count. Current APA format must be used.

F. Marketing Plan

The student will develop a 15–20-page marketing plan to increase demand for an existing product brand based on the consumer profile information captured in the Consumer Behavior Profile. The paper must include at least 10 scholarly sources, a title page, abstract, and reference page. The title page, abstract, and reference page do not count towards the required word count. Current APA format must be used.

G. Quizzes (8)

The quizzes are open-book/open-notes and comprised of 30 multiple-choice and true/false questions with 30 contiguous minutes to complete each quiz, as it must be completed in one sitting. Each quiz will cover the Reading & Study material for the module/week in which it is assigned.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 90 pts ea)	360
Case Study	100
Consumer Behavior Profile	100
Marketing Plan	200
Quizzes (8 at 30 pts ea)	240
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 332

Textbook: Babin & Harris, *CB 7* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Babin & Harris: chs. 1–2 1 presentation 1 website	Course Requirements Checklist Class Introductions DB Forum 1 Thread Quiz 1	10 0 60 30
2	Babin & Harris: chs. 3–4 1 presentation	DB Forum 1 Replies Quiz 2	30 30
3	Babin & Harris: chs. 5–7 1 presentation 1 website	DB Forum 2 Quiz 3	90 30
4	Babin & Harris: ch. 8 1 presentation	Consumer Behavior Profile Quiz 4	100 30
5	Babin & Harris: chs. 9–10 1 presentation 1 website	DB Forum 3 Quiz 5	90 30
6	Babin & Harris: chs. 11–13 1 presentation	Case Study Quiz 6	100 30
7	Babin & Harris: chs. 14–15 1 presentation 1 website	DB Forum 4 Quiz 7	90 30
8	Babin & Harris: ch. 16 1 presentation	Marketing Plan Quiz 8	200 30
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.