



Course Specifications

Course Title:	Consumer Behavior
Course Code:	MKT1321
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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A. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 6 /Third year
4. Pre-requisites for this course (if any): MKT1312
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course focuses on the study of the buying and consumption behavior of individuals and families and the various factors influencing their buying decisions including cultural, social, psychological, and situational factors. It discusses theories that stem from other social sciences such as psychology, sociology and others, and apply them to the purchasing and consumption behavior of individuals.

2. Course Main Objective

The objective of the course is to:

- To understand the insight of consumers in order to identify the target market and serve them better
- How consumer research helps marketers develop more effective strategies and tactics for reaching and satisfying customers.
- Understanding different cultures and how it is reflected on consumers' behavior and consumer decision making process.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Possess knowledge and understanding of main concepts, theories and practices of consumer behaviour.	K.1
1.2	Demonstrate advanced knowledge of consumer behavior concepts to develop better marketing strategies and plans.	K.2
1.3	Exhibit specialized knowledge of business environment in consumer buying behavior.	K.3
2	Skills:	
2.1	Apply the psychological, social, cultural and life style concepts of consumer behavior.	S.1
2.2	Solve consumer related problems and apply different concepts of consumer behavior.	S.2
2.3	Communicate effectively in pursuit of innovative and practical solutions related to consumer behavior.	S.3
3	Values:	
3.1	Exhibit entrepreneurial skills by developing and committing to personal, professional, and academic ethics.	V.1
3.2	Self-evaluate abilities in pursuit of innovative and practical solutions for consumer related problems.	V.2
3.3	Effectively lead professional teams to show entrepreneurial skills and participate in implementing and coordinating organizational actions to develop constructive solutions	V.3

C. Course Content

No	List of Topics	Contact Hours
1	Consumer Behavior and Marketing strategy	3
2	Segmentation, Targeting and Positioning	6
3	Motivation, Ability, and Opportunity	6
4	Consumer Perception	6
5	Attitudes and influencing Attitudes	3
6	Consumer Decision Process and Problem Recognition	6

7	Marketing, Ethics, and Social Responsibility in Today's Consumer Society	6
8	Consumer Learning	6
9	Consumer Diversity	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Possess knowledge and understanding of main concepts, theories and practices of consumer behavior.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	Written test <ul style="list-style-type: none"> • True/False • MCQs • Essay questions
1.2	Demonstrate advanced knowledge of consumer behavior concepts to develop better marketing strategies and plans.	<ul style="list-style-type: none"> • Interactive learning 	
1.3	Exhibit specialized knowledge of business environment in consumer buying behavior.		
2.0	Skills		
2.1	Apply the psychological, social, cultural and life style concepts of consumer behavior.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Solve consumer related problems and apply different concepts of consumer behavior.	<ul style="list-style-type: none"> • Interactive learning 	
2.3	Communicate effectively in pursuit of innovative and practical solutions related to consumer behavior.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment Case study
3.0	Values		
3.1	Exhibit entrepreneurial skills by developing and committing to personal, professional, and academic ethics.	<ul style="list-style-type: none"> • Students group Independent study (Group project) 	Presentations (Rubric) Projects (individual and Group work)
3.2	Self-evaluate abilities in pursuit of innovative and practical solutions for consumer related problems.	<ul style="list-style-type: none"> • Direct (Individual assignment) 	
3.3	Effectively lead professional teams to show entrepreneurial skills and participate in implementing and coordinating organizational actions to develop constructive solutions		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Hoyer, W. D., Pieters, R., & MacInnis, D. J. Consumer behavior. Mason, OH: South-Western Cengage Learning. 7 th Edition
Essential References Materials	- Henry Assael, Consumer Behavior- A Strategic Approach. Houghton Mifflin Company, 2003 or latest. - Principles of Marketing by Philip Kotler and Gary Armstrong, Prentice Hall, 15th Edition
Electronic Materials	YouTube videos and online cases and websites
Other Learning Materials	computer-based programs/CD, professional standards or regulations and software.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	27/09/2022

