



**University of Management and Technology**

<b>Course Code:</b>	<b>MK450</b>
<b>Course Title:</b>	<b>Consumer Behavior</b>

Resource Person:	
Email:	
Contact Hours:	
Office Address:	
Programme:	
Section	
Semester:	
Course Pre-requisites:	
Credit Hours:	
Course Type:	
Venue/Day/Time:	
Course URL (if any):	

<b>Course Description:</b>
<p>This module aims to provide a comprehensive and critical understanding of consumers' decision making process and their consumption behavior. The module uses an interdisciplinary approach incorporating concepts, theories and approaches from a range of disciplines (psychology, sociology, economics, geography etc.) to provide a comprehensive multidisciplinary understanding of consumer behavior.</p> <p>This module also aims to develop students' understanding of the importance of understanding consumers' behavior within strategic marketing decision. The module will also examine global and cultural elements of consumer behavior and the effects of global marketing management strategies on international consumers.</p>

<b>Course Teaching Methodology:</b>
<p>This course is based on case study analysis, assignments, presentations, and an academic project. The course will improve the presentation skills of the students as well. The classes will remain participant-centered and students will be encouraged to participate in class discussions. The students may be able to understand the insights about marketing philosophy by studying the course.</p>

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<b>Programme Educational Objectives (PEOs):</b>	
PEO-1	To describe fundamental concepts, terminologies and issues in marketing.
PEO-2	To understand the role of marketing strategy in managing the business.
PEO-3	To understand the role and effect of external environment on marketing activities
PEO-4	To understand and apply marketing research skills in order to gain customer insights for effective marketing
PEO-5	Critical Thinking and Decision Making
PEO-6	Effective Communication Skills
PEO-7	Ethics and Sustainability
PEO-8	To understand and apply Product, Price and Promotion Strategies.

<b>Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:</b>		<b>Mapping the PLOs</b>
PLO-1	To hone participants' abilities through a well-developed and diversified program designed to equip graduates with essential leadership skills.	
PLO-2	To develop participants' expertise in order to increase their resourcefulness in better decision-making.	
PLO-3	To prepare participants for steering an organization through the difficult and turbulent global and domestic environment and enable the development of an implementable strategic business plan that not only addresses the financial but social and environmental issues as well.	
PLO-4	To produce students who have well-rounded entrepreneurial skills - who not only have great ideas, but can also make things happen by starting their own ventures.	
PLO-5	To enhance the proficiency of the students and groom them to deal with the complex business situations.	
PLO-6	To hone participants' abilities through a well-developed and diversified program designed to equip graduates with essential leadership skills.	

<b>Course Objectives (COs)</b>	
CO-1	This module aims to provide a comprehensive and critical understanding of consumers' decision making process and their consumption behavior.
CO-2	The module uses an interdisciplinary approach incorporating concepts, theories and approaches from a range of disciplines (psychology, sociology, economics, geography etc.) to provide a comprehensive multidisciplinary understanding of consumer behavior.
CO-3	This module also aims to develop students' understanding of the importance of understanding consumers' behavior within strategic marketing decision.
CO-4	The module will also examine global and cultural elements of consumer behavior and the effects of global marketing management strategies on international consumers.
CO-5	

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**Course Learning Outcomes (CLOs):After completing this course, students shall be able to:**

CLO-1	To describe and explain concepts, terminologies and issues in consumer behavior and decision making process.	
CLO-2	To describe the difference between consumer behavior and contemporary consumer behavior	
CLO-3	To be able to use strategic marketing tools to design, promote and deliver sustainable marketing strategies.	
CLO-4	To be able to understand the concepts of consumers and its application in business strategy.	
CLO-5	In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context	
CLO-6	To be able to understand consumers' trend in Pakistan and factors that affect their buying attention.	

**Assurance of Learning and Assessment Items:**

*Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs*

<b>Assessment Item</b>	<b>Application/ Objectives PLO / CO / CLO</b>
Quiz+ Assignments	PLO-3,4; CO-3; CLO-6
Case study analysis	PLO-1,3,4; CO-3,4,5; CLO-2,3,6
Presentations on selected research articles	PLO-4; CO-3,4; CLO-3,6
Mid-term exam	Most of stated PLOs, COs, and CLOs
Final project Presentation	PLO-4; CO-3,4; CLO-3,6
Final examination	Most of stated PLOs, COs, and CLOs

**Assessment Structure and Grading Policy\*:**

<b>Assessment Item</b>	<b>Weight (%)</b>	<b>Execution Plan</b>
Quiz+ Assignments	20%	3-4 quizzes/Assignments
Case study analysis	10%	Class presentations+ article discussion
Mid Term Exam	20%	One-time assessment
Project + Presentations	20%	One-time assessment
Final examination	30%	One-time assessment
<b>Total</b>	<b>100</b>	

**Notes – Norms and Important Class Policies:**

*(such as submission guidelines, academic honesty, make-up policy, code of conduct)*



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### **Class Policy:**

You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

### **Mobile Policy:**

Switch off your mobile phones while in class.

### **Email Policy:**

You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.

### **Class Attendance Policy:**

A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.

### **Withdrawal Policy:**

Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.

### **Harassment Policy:**

Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.

### **Use of Unfair Means/Honesty Policy:**

Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.

### **Plagiarism Policy:**

Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

**NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.**

*\*Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

### **Weekly Sessions Plan:**

<b>Week</b>	<b>Topics / Contents</b>	<b>Activity</b>	<b>Application/Objectives PLO / CO / CLO</b>
1	Introduction to the Course; Course Outline Explanation; Course Expectations Assessments;	Class lecture + term paper discussion + research article discussion	CO-6,7; PLO-2
2	An introduction to consumer behavior	Class lecture + term paper discussion + research article discussion	CLO 2-4, CO-5
3	Perception	Quiz + Class lecture + term paper discussion + research	PLO-3; CO-2; CO-1,2

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		article discussion	
4	Perception Learning and memory	case study analysis + class lecture	PLO-3,4; CO-3,4; CO-5
5	Perception Learning and memory	Quiz Class + lecture + term paper discussion + Case Analysis	PLO-3,4; CO-3,4; CO-5
6	Motivation, values and involvement	Class lecture + term paper discussion	PLO-3,4; CO-3,4; CLO-5
7	Attitudes	Class lecture + term paper discussion + research article discussion	PLO-3,4; CLO-3,4; CO-5
8	Attitude change and interactive communications	Class lecture + term paper discussion + research article discussion	PLO-3,4; CLO-3,4; CO-5
9	<b>MID-TERM EXAM</b>		
10	The self	Class lecture+ presentations	PLO-3; CO-3,4; CLO-4
11	The self	Class lecture + Case Analysis	PLO-3; CO-3,4; CLO-4
12	Individual decision-making	Class discussion+ Quiz + Case Analysis	PLO-3; CO-3,4; CLO-4
13	Shopping, buying, evaluating and disposing	Class lecture + case analysis	PLO-3,4; CO-3,4; CO-2,3
14	Shopping, buying, evaluating and disposing	Class lecture	PLO-3; CO-3,4; CO-5
15	Group influence and opinion leadership	Class lecture + Project presentation	PLO-3; CLO-4; CO-1,5
16	Final Project	Class lecture + Project presentation	PLO-1,3,4; CO-3,4; CLO-2
17	<b>FINAL EXAM</b>		

**Primary Text Book (s):**

Consumer Behaviour A European Perspective Third edition  
Michael Solomon, Gary Bamossy, Søren Askegaard, Margaret K. Hogg

**Reference / Supplementary Reading (s):**

- [2] Consumer Behavior 14th Edition (A South Asian Perspective) by Schiffman, Kanuk & Kumar
- [3] East, R., Singh, J., Wright, M., & Vanhuele, M. (2017) Consumer Behaviour: Applications in Marketing. Sage: London (3rd Edition).
- [4] Lomg, P., D'Alessandro, S., & Winzar, H. (2015) Consumer Behaviour in Action. Oxford University Press: Oxford.
- [5] O'Shaughnessy, J. (2013) Consumer Behavior: Perspectives, Findings & Explanations. Palgrave Macmillan: London.

**Useful Online / Web Resources:**

1. [www.brandweek.com](http://www.brandweek.com)
2. [www.adage.com](http://www.adage.com)
3. [www.adcritic.com](http://www.adcritic.com)



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4. [www.did-it.com](http://www.did-it.com)
5. [www.emarketer.com/how2/welcome.html](http://www.emarketer.com/how2/welcome.html)
6. [www.cognitative.com](http://www.cognitative.com)
7. [www.wilsonweb.com/articles](http://www.wilsonweb.com/articles)
8. [www.quickmba.com](http://www.quickmba.com)