



University of Management and Technology

Course Code:	MK610
Course Title:	CONSUMER BEHAVIOR

Resource Person:	Dr. Abdul Waheed
Email:	abdul_waheed@umt.edu.pk
Contact Hours:	Monday to Friday
Office Address:	Room N3-1, Room No. 1, Main Building Extension #: 3373
Programme:	Master
Section	G
Semester:	Fall 2022
Course Pre-requisites:	none
Credit Hours:	3
Course Type:	NA
Venue/Day/Time:	HSM/North Building
Course URL (if any):	Student can visit their LMS to access all material

Course Description:

Consumer decision-making is often complex and far from rational. This course 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 by a range of disciplines to provide a comprehensive multidisciplinary understanding of consumer behavior. 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 by considering certain ethical concerns.

Course Teaching Methodology:

This course is mainly based on case study analysis, assignments, presentations, and a real world project. The course will improve the presentation skills of the students as well.

Programme Educational Objectives (PEOs):

PEO-1	To describe advanced level concepts, terminologies and issues of consumer behavior
PEO-2	To understand the logic why consumer behavior is important to understand
PEO-3	To understand the role and effect of external environment on consumer behavior
PEO-4	To understand and apply marketing research skills in order to gain consumers insights



University of Management and Technology

PEO-5	Critical thinking and decision making
PEO-6	Effective Communication Skills
PEO-7	Ethics in advertisement and Sustainability

Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:		Mapping the PLOs
PLO-1	Critically analyze complex business situations and make appropriate decisions.	
PLO-2	Work under pressure and successfully negotiate with challenging work demands.	
PLO-3	Apply organizational theories, models, and frameworks to the real-world business situations to successfully solve managerial issues.	
PLO-4	Communicate effectively and efficiently and deliver professional business presentations.	
PLO-5	Analyze and evaluate market opportunities and develop viable business plans.	
PLO-6	Use digital technologies and data analytics tools to make informed decisions.	

Course Objectives (COs)	
CO-1	To appreciate and understand the challenges and rewards studying consumer behavior in today's era
CO-2	To understand the sources and opportunities
CO-3	To effectively assess opportunities that could boost consumer behavior
CO-4	To understand special issues that might be facing by the firm to achieve level of sustainability in terms of consumer engagement
CO-5	To enhance problem solving and decision-making abilities of the students by providing a class room platform (both written and verbal) for presenting and defending their own recommendations in such perspectives

Course Learning Outcomes (CLOs): After completing this course, students shall be able to:	
CLO-1	Ensure the philosophical debate on consumer behavior
CLO-2	Ensure to understand and apply the strength, weakness, opportunities, and threat while managing consumer need.
CLO-3	Evaluate different strategies and select the best strategy to achieve short-term and long-term objectives.
CLO-4	Ensure ethical behavior at all stages managing the consumer need.
CLO-5	Ensure four functions of management and its implementation in terms of consumer behavior that can help to create value for the consumers in order to build long-term relationships with consumers

Assurance of Learning and Assessment Items: <i>Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs</i>	
Assessment Item	Application/ Objectives PLO / CO / CLO
Quiz+ Assignments	PLO-3,4; CO-3; CLO-5,6
Case study analysis + Research article discussion	PLO-1,3,4; CO-3,4,5; CLO-2,5,6
Mid-term exam	Most of stated PLOs, COs, and CLOs



University of Management and Technology

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*:		
Assessment Item	Weight (%)	Execution Plan
Quiz+ Assignments	10%	2 quizzes+1 assignment
Case study analysis/activities + research article discussion	20%	4-6 Case studies +8-10 research articles
Mid-term exam	10%	One-time assessment
Final project Presentation	40%	Individual presentations
Final examination	20%	One-time assessment
Total	100%	

Notes – Norms and Important Class Policies:
(such as submission guidelines, academic honesty, make-up policy, code of conduct)

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.

University of Management and Technology

Weekly Sessions Plan:			
Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	Introduction to the Course; Course Outline Explanation; Course Expectations Assessments;	Class lecture + term paper discussion + research article discussion	CO-6,7; PLO-2, PLO-3
2	Basic concepts of consumer behavior + Theories, and philosophical discussion on consumers insights + Understanding dynamics of consumer behavior	Class lecture/discussion + research article discussion	CLO 2-4, CO-5
3	Building connection among Marketing + Consumer behavior + industrial perspective	Class lecture/discussion + case study-based discussion	PLO-3; CO-2; CO-1,2
4	What is consumer literature? How to write systematic literature review on consumer behavior	Class lecture/discussion + research article discussion	PLO-3,4; CO-3,4; CO-5
5	The Cognitive Consumer: Perception, Learning and Memory (Sensory systems, exposure, attention, interpretation, biases) Learning theories and process, memory	Class lecture/discussion + research article-based discussion	PLO-3; CO-3,4; CO-5
6	Consumer insights in different perspective	Class activity + Quiz	PLO-3,4; CO-3,4; CLO-5
7	Project discussion	Practical work showing demonstration on how collect data, code, analyze, and interpret consumer related market data	PLO-3,4; CLO-3,4; CO-5
8	MID-TERM EXAM		
9	Ethics and consumer behavior	Class lecture/discussion + research article discussion	PLO-4; CO-3,4; CLO-4
10	Case study on understating the segmentations and need of segmentations	Case study solving	PLO-3,4; CO-3,4; CLO-4
11	Motivation as a Psychological Force? Dynamics of Motivation? Types and Systems of Need? The Measurement of Motives? Culture and Need States?	Class lecture/discussion + research article discussion + Quiz	PLO-3; CO-3,4; CLO-4
12	Research article discussion on emerging issues in consumer behavior and its solution	Class activity	PLO-3,4; CO-3,4; CO-2,3
13	Research article discussion on emerging issues in consumer behavior and its solution	Class activity	PLO-3; CO-3,4; CO-5
14	Project presentation	Presentation+ class discussion	PLO-4; CLO-4; CO-1,5
15	Project presentation	Class lecture + Project presentation	PLO-1,3,4; CO-3,4; CLO-2
16	FINAL EXAM		

Primary Text Book (s):

Solomon, M. R., Main, K., White, K., & Dahl, D. W. (2020). Consumer behaviour: Buying, having, being (8th Canadian ed.). Toronto: Pearson Canada.
 Solomon, M. R. (2010). Consumer behaviour: A European perspective (3rd edition). Pearson education.
 Consumer Behavior 14th Edition (A South Asian Perspective) by Schiffman, Kanuk & Kumar
 East, R., Singh, J., Wright, M., & Vanhuele, M. (2017) Consumer Behaviour: Applications in Marketing. Sage: London (3rd Edition).
 O'Shaughnessy, J. (2013) Consumer Behavior: Perspectives, Findings & Explanations. Palgrave Macmillan: London.



University of Management *and* Technology

Reference / Supplementary Reading (s):
Lomg, P., D'Alessandro, S., & Winzar, H. (2015) Consumer Behaviour in Action. Oxford University Press: Oxford.
Useful Online / Web Resources:
https://www.ama.org/topics/consumer-behavior/
https://www.clootrack.com/knowledge_base/what-is-consumer-behavior
https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301