



Western Technical College

10104111 Consumer Behavior

Course Outcome Summary

Course Information

Description	Explore how and why people behave as buyers, either business or consumer. You will determine behavior from analyzing consumer needs and wants, the process by which they are satisfied with a product or service, the environment in which the behavior occurs, and ensure post-purchase satisfaction by applying consumer behavior concepts to strategic marketing decisions. You will also examine the differences between online consumer behavior (via internet, mobile, e-commerce, and information technology) and in-person consumer behavior (via traditional methods of retail B2C and B2B sales).
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

CB8 – w/ Coursemate Access. 8th Edition. Copyright 2018. Babin, Barry and Eric Harris. Publisher: Cengage Learning. **ISBN-13:** 978-1-305-57724-4. Required.

Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs.
2. Create digital marketing content for products, services, images, and ideas.
3. Analyze the effectiveness of marketing outcomes.

Course Competencies

1. **Identify key concepts used in the study of consumer behavior.**

Assessment Strategies

- 1.1. Self Assessment

Criteria

You will know you are successful when

- 1.1. you define key concepts and terminology related to consumer behavior.
- 1.2. you apply the key concepts and terminology throughout course discussions.
- 1.3. you incorporate key concepts and terminology into written products and presentations.

Learning Objectives

- 1.a. Identify key terms related to consumer behavior.
- 1.b. Define key words/phrases and concepts.
- 1.c. Use industry-specific terminology throughout class activities.

2. Explore trends in consumer behavior.

Assessment Strategies

- 2.1. Reflection

Criteria

You will know you are successful when

- 2.1. you identify differences between consumer behavior trends vs general marketing trends.
- 2.2. you determine if consumer behavior is related to product/business or a result of societal influences (ethics, values, norms).
- 2.3. you identify ways a business uses information associated with the behavior trend.

Learning Objectives

- 2.a. Identify business trends in using consumer behavior.
- 2.b. Determine application of trends in various situations.
- 2.c. Incorporate appropriate trend information as needed.

3. Examine how internal factors influence the customer's journey.

Assessment Strategies

- 3.1. Reflection
- 3.2. Self Assessment

Criteria

You will know you are successful when

- 3.1. you connect consumer behavior concepts to personal behaviors.
- 3.2. you analyze how internal factors influenced a personal behavior.
- 3.3. you apply internal factors to business' marketing efforts.

Learning Objectives

- 3.a. Explore how the brain and memory work to affect behaviors.
- 3.b. Identify personal factors of your own consumer behaviors.
- 3.c. Explore research-based strategies employed by businesses that exemplifies consumer behaviors.

4. Examine how external factors influence the customer's journey.

Assessment Strategies

- 4.1. Case Study

Criteria

You will know you are successful when

- 4.1. you determine the strategies used by businesses to guide consumer behavior.
- 4.2. you analyze what effect the strategies had on the consumer behavior.
- 4.3. you evaluate if the strategies result in the desired change in consumer behavior.

Learning Objectives

- 4.a. Explore research-based strategies employed by businesses that exemplifies consumer behaviors.
- 4.b. Explore marketing used by businesses to influence consumers.
- 4.c. Review the communication process relationship between a business and a consumer.

5. Compare face-to-face consumer behavior to online consumer behavior.

Assessment Strategies

5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you identify similarities and differences between face-to-face and online consumer behaviors.
- 5.2. you determine reasons for the similarities and differences.

Learning Objectives

- 5.a. Identify face-to-face consumer behaviors.
- 5.b. Identify online consumer behaviors.
- 5.c. Explore the internal and external factors that effect the consumer behaviors for face-to-face and online interactions.

6. Identify the segmentation criteria that influence consumer behavior.

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you define the criteria for the customer segments.
- 6.2. you relate the criteria to specific strategies.
- 6.3. you identify marketing strategies to move the customer segment through the consumer journey.
- 6.4. you interpret effectiveness of the selected marketing strategies.

Learning Objectives

- 6.a. Explore the concept of a buyer/consumer persona.
- 6.b. Review the segmentation criteria to define customers.
- 6.c. Define a customer segment as a persona.
- 6.d. Explore segmentation criteria related to behavior (i.e. psychographics, usage behavior, etc.).
- 6.e. Explore how the characteristics within the segmentation criteria interact with different marketing activities.

7. Employ marketing research strategies to identify consumer behavior characteristics.

Assessment Strategies

- 7.1. Presentation

Criteria

You will know you are successful when

- 7.1. you identify types of resources that can be used to identify consumer behaviors.
- 7.2. you analyze each resource for relevant information.
- 7.3. you interpret research conducted by others to determine usefulness.
- 7.4. you summarize findings for the class.

Learning Objectives

- 7.a. Explore existing databases and websites containing correlations between behaviors and marketing related activities.
- 7.b. Explore marketing research methods that can be used by a business to collect consumer behavior information.

8. Develop marketing strategy based on consumer behavior.

Assessment Strategies

- 8.1. Presentation
- 8.2. Report

Criteria

You will know you are successful when

- 8.1. you determine who the target customer is for given product/business.
- 8.2. you identify the segment criteria for the target.
- 8.3. you create a buyer/consumer persona.

- 8.4. you identify the journey consumers take as it relates to purchasing.
- 8.5. you describe the target consumer's behavior as it relates to purchasing.
- 8.6. you identify the customer journey.
- 8.7. you determine interaction points between the consumer and the business.
- 8.8. you determine strategies to apply at the interaction points to influence behavior along the customer journey.
- 8.9. you evaluate the effectiveness of chosen strategies.
- 8.10. you apply key concepts and terminology in final product.

Learning Objectives

- 8.a. Identify the process used by consumers to make buying decisions.
- 8.b. Determine marketing activities that influence buying decisions.
- 8.c. Assess the consumer buying process to measure effectiveness of plan.