



Philadelphia University
Faculty of –business Administration and financial sciences
Department of --Marketing
2014-2015

<u>Course Syllabus</u>	
Course Title: Consumer behavior	Course code: 0330467
Course Level: 4	Course prerequisite: consumer behavior 0350467
	Credit hours: 3

<u>Academic Staff</u>				
<u>Specifics</u>				
Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

This course covers introduction consumer behavior consumer behavior , concepts , human needs and desires , factors that influence consumer behavior , decision making process for new product , communication and consumer behavior , psychological , social and cultural values and the role of regulations and consumer protection association

Course objectives:

- Study consumer behavior module
- Be aware of purchasing decision types related to consumer behavior
- Define the elements that influence consumer behavior
- Enhance purchasing negotiations skills

Course/ module components

Author: Obeidat , Mohammad , 2006. Consumer Behavior , Wael Publications.

- **Support material (s)**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	<i>Introduction to Consumer Behavior</i>	
(2)	<i>Market Segmentation)</i>	Presenting related report
(3)	<i>Social responsibility and Ethics in marketing:(C:4)</i>	Presenting related report
(4)	<i>Learning theory</i>	Case Study
(5)	<i>Perception and consumer behavior</i>	Case Study
(6) 1st Exam	<i>Personality</i>	Presenting related report
(7)	<i>Attitudes formulations</i>	Class Exercises
(8)	<i>Communication</i>	Personal traits of marketers And golden communication tips .
(9)	<i>Family</i>	Presenting related report
(10)	<i>Social Classes</i>	Presenting related report
(11) 2nd Exam	<i>Cultures & Subcultures</i>	Case Study
(12)	<i>Opinion leaders</i>	Practical examples from promotion .
(13)	<i>New products innovates</i>	Bench Mark
(14)	<i>Launch new products</i>	Examples from current offers

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Journals

Journal of Academy of Marketing Science

Journal of Marketing

- Websites

WWW.Mustahlik.com