



蘇州大學  
Soochow University

## **BUS 324 Consumer Behavior**

**Winter 2024**

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

### **COURSE OBJECTIVES**

---

This course provides a comprehensive exploration of the foundational concepts, principles, and theories that underpin consumer behavior, directly connecting them to practical applications in marketing. Drawing on theories from marketing, psychology, and other behavioral sciences, this course explores factors that influence consumer decision-making processes, including motivation and needs, perception, learning, personality, and lifestyle, attitudes. It also emphasizes external socio-cultural factors, including family dynamics, social groups, social class, and subcultures. The course equips students with the framework and tools to predict and understand consumer responses to various marketing activities.

Upon completion of this course, students will be able to:

1. Understand the role of consumer analyses in the design, implementation, and evaluation of successful marketing strategies and programs.
2. Explore theories from psychology, sociology, economics, and other behavioral sciences that are relevant to understanding and influencing consumer behavior.
3. Critically evaluate and compare competing theories within the behavioral sciences that are commonly used to interpret consumer issues.
4. Develop original consumer insights in understanding consumer behavior and guiding marketing decision-making.
5. Learn how to apply research findings from consumer behavior studies to practical marketing scenarios.
6. Assess the ethical dimensions of consumer behavior and marketing practices.



## PREREQUISITES

N/A

## GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Assignments	20 Points
Midterm 1	15 Points
Midterm 2	15 Points
Group Project/ Presentation	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

## COURSE MATERIALS

### **Required Texts:**

Michael R. Solomon, *Consumer Behavior: Buying, Having, Being*, 13th Edition, Pearson, 2020.

### **Recommended (Optional) Texts or Other Materials:**

None

## COURSE TOPICS

MODULE	TASKS
--------	-------



Module 1	<b>Topics:</b> Topic 1: Introduction to Consumer Behavior Topic 2: Definition and Scope of Consumer Behavior Topic 3: Evolution of Consumer Behavior Research Topic 4: Theoretical Frameworks in Consumer Behavior <b>Assessments:</b> Assignment#1
Module 2	<b>Topics:</b> Topic 5: Perception Topic 6: Learning and Memory Topic 7: Motivation and Affect Topic 8: Personality, Lifestyles, and Values <b>Assessments:</b> Assignment#2
Module 3	<b>Topics:</b> Topic 9: Attitudes and Persuasive Communications Topic 10: Attitudes and Persuasive Communications (Cont.) Topic 11: Consumer Decision-Making Process Topic 12: Buying, Using, and Disposing <b>Assessments:</b> Midterm#1
Module 4	<b>Topics:</b> Topic 13: Group Influences and Social Media Topic 14: Income and Social Class Topic 15: Subcultures Topic 16: Culture <b>Assessments:</b> Midterm#2 Group Project
Module 5	<b>Topics:</b> Topic 17: Marketing Strategies and Communication Topic 18: Technology and Consumer Behavior Topic 19: Ethical Considerations in Consumer Behavior Topic 20: Group Project & Presentation <b>Assessments:</b> Final Exam

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.



Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors



蘇州大學  
Soochow University

and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.