

**THE AMERICAN  
BUSINESS SCHOOL  
PARIS**

**COURSE TITLE : CONSUMER BEHAVIOR**

**COURSE NUMBER : MKT 240**

**CREDITS : 3**

**PREREQUISITE : MKT 210**

**SEMESTER HOURS : 45**

**OFFERED : FALL & SPRING**

**COURSE DESCRIPTION & OBJECTIVES :**

This course is a study of consumer decision processes, consumer behavior models and their impact on the development of marketing strategies.

The objective is to develop an understanding of the environmental factors that influence consumer attitudes and behavior. This helps the student to acquire a better understanding of how to assess how consumers make decisions and to define the impact of consumer behavior on the traditional marketing mix elements.

**INSTRUCTIONAL METHODOLOGY** The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction ; Market segmentation & consumer research
- Consumer needs & motivation ; Personality & consumer behavior
- Consumer psychographics ; Consumer perception
- Learning & consumer involvement
- The nature of Consumer attitudes ; Consumer attitude formation & change
- Communication & consumer behavior ; Group dynamics & Consumer reference groups
- The Family ; Social Class & Consumer Behavior
- The Influence of culture on consumer behavior
- Subcultural aspects of consumer behavior ; Cross-cultural consumer behavior
- Personal influences ; Consumer decision making
- Marketing Ethics & Public policy considerations

**TEXT : *Consumer Behavior*, Schiffman & Kanuk, Prentice-Hall, 9th Edition, 2008**

**EVALUATION :**

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.