



Course Specifications

Course Title:	Consumer Behaviour
Course Code:	MKT10502
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 5 th Level / 3 rd Year
4. Pre-requisites for this course (if any): Principles of Marketing MKT10301
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description:

This course will provide students with knowledge of Consumer decision-making that incorporates both micro and macro influences on how people choose products and services. They will be familiarized with the buying behaviour of consumers, micro influences such as perception and learning, and will also examine macro variables such as group dynamics and lifestyles. Students will also understand consumer's impact on marketing strategy.

2. Course Main Objective:

The primary objective is to help students to analyse the cultural, social, personal, and psychological factors that affect and influence consumer behaviour. Students will come to understand the importance of cognitive psychology, psychoanalysis of consumers, external influences (such as culture) and consumer research and discover how to apply such knowledge in the development of marketing strategies. To provide an understanding of the many complex factors that influences the consumer purchasing behaviour consciously and unconsciously.

3. Course Learning Outcomes

CLOs		Aligned-PLOs
1	Knowledge and Understanding	
1.1	Determine factors which influence consumer behaviour	K2
1.2	Explain the concept of consumer behaviour in applied marketing	K2
2	Skills:	
2.1	Analyze the effectiveness of advertisement and promotions in influencing the behaviours of individuals.	S2
2.2	Evaluate the trends in consumer behaviour and apply them to the marketing of an actual product or service.	S3
3	Values:	
3.1	Compose a written work for a business context.	V2
3.2	Demonstrate teamwork and time management in resolving consumer behavior issues	V3

C. Course Content

No	List of Topics	Contact Hours
1	An Introduction to Consumer Behavior	6
2	Decision Making and Consumer Behavior	6
3	Cultural Influence on consumer Decision Making	6
4	Consumer and Social Well-Being	6
5	Perception	6
6	Learning and Memory	6
7	Group and Situational Effects on Consumers	9
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Determine factors which influence consumer behavior	Lectures, Illustrative Examples	Exams Assignment
1.2	Explain the concept of consumer behaviour in applied marketing	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Analyse the effectiveness of advertisement and promotions in influencing the behaviours of individuals.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the trends in consumer behaviour and apply them to the marketing of an actual product or service.	Lectures Active Learning	Exams Quizzes Homework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	Values		
3.1	Compose a written work for a business context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Demonstrate teamwork and time management in resolving consumer behavior issues	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Michael R. Solomon, Consumer Behavior, Thirteenth Edition
Essential References Materials	
Electronic Materials	
Other Learning Materials	Schiffman, L., Kanuk, L., Consumer Behavior, Global Edition, Pearson

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g., if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020