NEW COURSE PROPOSAL

DATE: NOVEMBER 22, 2005
PROGRAM BUSINESS & ECONOMICS

1. Catalog Description of the Course. [Follow accepted catalog format.]

Prefix MKT Course# 311 Title CONSUMER BEHAVIOR Units (3)
3 hours lecture per week
☒ Prerequisites MKT 310
☐ Corequisites
Description - A comprehensive study of behavioral models and concepts designed to help understand, evaluate, and predict consumer behavior. Deepens a student's knowledge about consumer psychology and applies the knowledge from the perspective of a marketing manager. Stresses analytical thinking about consumer psychology and prediction of how marketing tactics may influence demand for products and services.

☐ Gen Ed ☐ CR/NC ☐ Repeatable for up to    units
Categories ☒ Lab Fee Required ☒ A - Z Total Completions Allowed 1

2. Mode of Instruction.

<table>
<thead>
<tr>
<th>Component</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
<th>Graded Component</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
<td>1</td>
<td>30</td>
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<tr>
<td>Seminar</td>
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<td>Laboratory</td>
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<td>Activity</td>
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3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

Justification: Required course for the Marketing Emphasis.

Upon completion of this course students will be able to:

1. Write comprehensive case studies applying consumer behavior issues to strategic marketing
2. Design and create pricing strategies utilizing elements of the behavioral model
3. Design and create advertisements utilizing elements of the behavioral model
4. Design and create promotions utilizing elements of the behavioral model

4. Is this a General Education Course ☐ YES ☒ NO
If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)
A-1 Oral Communication
A-2 English Writing
A-3 Critical Thinking

B (Mathematics, Sciences & Technology)
B-1 Physical Sciences
B-2 Life Sciences – Biology
B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)
C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UD Interdisciplinary

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]
I. Internal Influences of Consumer Behavior
   A. Perception
   B. Learning
   C. Memory
   D. Motives
   E. Personality
   F. Emotions
   G. Attitudes

II. The Influence of Self-Concept and Lifestyle

III. External Influences of Consumer Behavior
   A. Culture
   B. Subculture
   C. Demographics
   D. Social Status
   E. Reference Groups
   F. Marketing Activities

IV. The Decision Process
   A. Stages (problem recognition, info. search, evaluation, selection, postpurchase)
   B. Influences on the Decision Process

Does this course overlap a course offered in your academic program? YES ☐ NO ☒
If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒
If YES, what course(s) and provide a justification of the overlap?
Signature of Academic Chair of the other academic area is required on the consultation sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)
   List Cross-listed Courses

   Signature of Academic Chair(s) of the other academic area(s) is required on the consultation sheet below

   Department responsible for staffing: Business & Economics

7. References. [Provide 3 - 5 references on which this course is based and/or support it.]

8. List Faculty Qualified to Teach This Course.

Dr Damon Aiken
Other Marketing Faculty

   a. Projected semesters to be offered: Fall □ Spring ☑ Summer □

10. New Resources Required. YES ☐ NO ☑
    If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

    a. Computer (data processing), audio visual, broadcasting needs, other equipment)
       none

    b. Library needs
       none

    c. Facility/space needs
       none

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES ☑ NO □
    If, YES attach a program modification form for all programs affected.

Damon Aiken
Proposer of Course

11/2/2005
Date
## Approvals

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<td>Program Chair</td>
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<td>Curriculum Committee Chair</td>
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