

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

DATE: NOVEMBER 22, 2005
 PROGRAM BUSINESS & ECONOMICS
 AREA

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.

Graded

Gen Ed

CR/NC

Repeatable for up to _____ units

Categories

Lab Fee Required

A - Z

Total Completions Allowed 1

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	30	<input checked="" type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

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. References Groups
 - F. Marketing Activities
- IV. The Decision Process
 - A. Stages (problem recognition, info. search, evaluation, selction, 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.]*

Consumer Behavior: Implications for Marketing Strategy, 9th ed., Hawkins, Best, and Coney, McGraw-Hill, 2004.
 Consumers, 2nd ed., Arnold, Price, and Zinkhan, McGraw Hill, 2004.
 Consumer Behavior, 10th ed., Blackwell, Miniard, and Engel, Thomson South-Western, 2006.

8. List Faculty Qualified to Teach This Course.

Dr Damon Aiken
Other Marketing Faculty

9. Frequency.

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

Program Chair

Date

Curriculum Committee Chair

Date

Dean

Date