

Figure 6.4
Consumer Behavior Abbreviated Course Syllabus

<u>Course Number:</u>	BB812A
<u>Course Name:</u>	Consumer Behavior
<u>Instructors:</u>	Zou Xiaoyan
<u>Students:</u>	Marketing 2019
<u>Required Text:</u>	1. CONSUMER BEHAVIOR, RONG XIAOHUA, Dongbei University of Finance & Economics Press, Edition 2018,2 2. CONSUMER BEHAVIOR, Fu Guoqun, Higher Education Press, 2015 3. GENERAL PSYCHOLOGY, Peng Danling, Beijing Normal University Publishing Group, 2012
<u>Course Description:</u>	Consumer Behavior is a core course for the undergraduate marketing major. Through the study of this course, students will master the basic theories of consumer behavior and develop their ability to forecast the characteristics and trends of consumer psychology and behavior in the changing marketing environment, and lay a good foundation for their marketing work and entrepreneurship.

Topic Outline:	Hours/Minutes
I. Introduction	4
A. Overview of Consumer Behavior	
B. The Significance of Studying Consumer Behavior	
C. Research Content of Consumer Behavior:	
① Consumer decision-making and consumer behavior	
② The influence factor of consumer behavior	
D. The Emergence and Development of Consumer Behavior Studies	
E. Research Methods of Consumer Behavior	
II. Consumer Decision Process	4
A. Types of Consumer Decisions	
B. Consumer Buying Role	
C. Consumer Decision Process:	
① Problem recognition	
② Information search	
③ Alternative evaluation and selection	
④ Outlet selection and purchase	
⑤ Postpurchase processes	
III. Consumer Sensation and Perception	6
A. Consumer Sensation:	
① The concept of sensation	

② Types of sensations	
③ Basic laws of sensation	
B. Consumer Perception:	
① Characteristics of perception	
② Consumer perception process	
C. Perception and Marketing Strategy	
IV. Consumer Need and Motivation	4
A. Consumer Needs:	
① Overview of needs	
② The influence of consumer needs on purchasing behavior	
③ Factors that affect consumer needs	
B. Consumer Motivation:	
① The nature of motivation	
② Motivation theory and marketing strategy	
V. Consumer Emotion	2
A. Emotion:	
① The concept of emotion	
② The function of emotion	
③ Types of emotion	
B. Factors that Affect Consumer Emotions	
C. Emotion and Marketing Strategy	
VI. Consumer Learning	6
A. Overview of Learning:	
① The concept of learning	
② Elements of the learning process	
③ Learning under high and low involvement	
B. Stimulus-Response Theory:	
① Classical conditioning theory	
② Operant conditioning theory	
C. Cognitive Learning Theory:	
① Memory's role in learning	
② The structure of memory	
③ Storage and extriaval of memory	
④ Learning,memory,and retrieval	
VII. Consumer Attitude	6
A. Overview of Attitude:	
① The concept of attitude	
② Attitude components	
③ Attitude component consistency	
④ The theory of attitude formation and change	
B. Attitude Change Strategies:	
① Change the cognitive component	
② Change the affective component	
③ Change the behavioral component	

	④ Change in basic attitudinal functions	
	⑤ Using compliance technology to change attitudes	
VIII.	Consumer Personality, Self-Concept, and Lifestyle	4
A.	Consumer Personality:	
	① The concept and characteristics of personality	
	② Personality theory	
	③ The use of personality in marketing practice	
	④ Brand personality	
B.	Consumer Self-Concept:	
	① The concept and characteristics of self-concept	
	② The structure of self-concept	
	③ Self-concept and symbolism of Products	
	④ Consumer self-concept and brand choice	
C.	Consumer Lifestyle:	
	① The concept and characteristics of lifestyle	
	② Measurement of lifestyle	
	③ Lifestyle and marketing strategy	
IX.	Environmental Factors and Consumer Behavior	4
A.	The Influence of Cultural Factors on Consumer Behavior	
B.	The Influence of Reference Groups on Consumer Behavior	
C.	The Influence of Social Class on Consumer Behavior	
D.	The Influence of Family on Consumer Behavior	
	Total Sessions (Coverage Hours)	40

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	36
b. Finance	0
c. Accounting	0
d. Management	0
e. Legal environment of Business	2
f. Economics	0
g. Business Ethics	2
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information System	0
k. Quantitative Techniques and Statistics	0
l. Business Policies	0
m. Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours	40