**College of Administration & Economic**

**Department of MARKETING**

**CONSUMER BEHAVIOR**

 **Year (3)**

**Lecturer: Mr. karzan Gaznaye**

**Academic Year: 2021 – 2022**

**Course Book**

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| --- | --- | --- |
|  | Course Name | Consumer behavior |
|  | **Course Code** |  |
|  | **Lecturer in Charge** | **Mr. karzan** |
|  | **Department/College** | **Tourism** |
|  | **Contact information** | **07507450000** |
|  | **Time(in hours) per week** | **3** |
|  | **Office Hours** | Tuesday and Wednesday  |
|  | **Teacher’s Academic Profile**  | completed master degree in business administration from university of near east in Cyprus. Bachelors, business management, College of Administration and economic, chain UNV  |
|  | **Keywords** | Consumer, Buying Motives, Market Segmentation, TARGET MARKETING. |
|  | Course Overview:Consumer Behavior is the study of when, why, how and where people do or do not buy a product. It basically depends on the psychology of the consumer. It attempts(try) to understand the buyer decision making process both individually & in groups. It studies the individual consumers such as demographics & behavioral aspects to understand the people’s wants. |
|  | **Course Objective**: After completing the curriculum as a whole, the students will be able to:* To make better strategies for increasing profits.
* To take into consideration customer’s health, hygiene & fitness.
* To know the buying decisions and how consumer make consumption.
* Consistent change in Consumer’s tastes or preferences.
* Consumer behavior study is necessary to make pricing policies.
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|  | **Students Learning Outcome**: * Identify the major influences in consumer behavior
* Distinguish between different consumer behavior influences and their relationships
* Establish the relevance of consumer behavior theories and concepts to marketing decisions
* Implement appropriate combinations of theories and concepts
* Recognize social and ethical implications of marketing actions on consumer behavior
* Use most appropriate techniques to apply market solutions
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|  | **Course Requirement:** the course requires vary activity likewise quiz, assignment, report, activity, participation. |
|  | **Forms of Teaching:** theory and practically  |
|  | Assessment Scheme on 100%:Mid Term Examination 25%Attendance 5%Quiz 5%Assignment 5%Final Examination 60%   |
|  | **Course Reading List and References:** Consumer behavior Books, journal, etc. The Basic reference: 1- the book of Pro. Dr Mohamad wfeq, , 2- journals 3- Web (behavior management, consumer behavior etc.) **Useful references**: all of them |
|  | **Course Contents and Weekly Schedule:**

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| Week | Topic |
| 1 | Over view of Consumer Behavior |
| 2 | Types of consumer |
| 3 | Characteristics of consumer behavior |
| 4 | Importance/Need of study of consumer behavior |
| 5 | Types of Consumer behavior |
| 6 | Buying Motives |
| 7 | Types of Buying Motives |
| 8 | Factors influencing consumer behavior |
| 9 | Maslow’s need hierarchy theory |
| 10 | Market Segmentation |
| 11 | Objectives of Market Segmentation |
| 12 | TARGET MARKETING |
| 13 | Product positioning |

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|  | **Examinations:*** **Definition**
* **Long Answers**
* **True or False Questions**
* **Short Answers**
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|  | **Extra notes:** |