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