



中央民族大学
MINZU UNIVERSITY OF CHINA

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Minzu University of China

BUS304 Introduction to Consumer Behavior

Summer 2020

Basic Information

Class hours: Monday through Thursday, 2 hours each day

Discussion: Friday, 1 hour (60 minutes)

Review Section: Saturday, 1 hour (60 minutes)

Office Hour: 2 hours (According to professors' teaching plan)

Field trip: According to professors' teaching plan

Credit: 4

Total contact hours: 60 (50 minutes each)

Instructor: TBA

Course Overview

This is an introductory course on consumer behavior (CB). The field of **consumer behavior** covers a lot of ground: *It is the study of the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.* The course introduces the aspects involved with buying, having and being.

Learning Outcomes

At the end of this class, students should be able to:

- Explain and apply the key concepts used in the study of CB, inclusive of internal (e.g., personality, self-image, lifestyle) and external (e.g., cultural) influences.
- Critically evaluate CB and marketing strategy.
- Identify the effectiveness of advertisements and their attempts to influence the behavior of individuals.
- Complete a project demonstrating your analytical skills in assessing the consumer decision-making process.

Course Textbook (Required)

Consumer Behavior: Buying, Having, and Being, 13/e

By Michael R. Solomon

© Pearson Education Limited 2020 Published by Prentice Hall ISBN: 978- 0135200100

Course Calendar

First Week

CH 1: Buying, Having, and Being: An Introduction to Consumer Behavior

CH 2: Consumer and Social Well-Being

CH 3: Perception

Second Week

CH 4: Learning and Memory

CH 5: Motivation and Affect

CH 6: The Self: Mind, Gender and Body

Third Week



CH 7: Personality, Lifestyles and Values
 CH 8: Attitudes and Persuasive Communications
 CH 9: Decision Making

Midterm Exam

Fourth Week

CH 10: Buying, Using and Disposing
 CH 11: Groups and Social Media
 CH 12: Income and Social Class

Fifth Week

CH 13: Subcultures
 CH 14: Culture

Summary and Review

Final Exam

Course Assignments

The grades are based on quizzes (you will have two quizzes during the semester), group cases (assigned as a part of your chapter exercises), a midterm, and a final exam. The exams will consist of short answer, short essay and/or multiple-choice questions derived from the lecture material and text. The midterm will consist of material covered up until the date of the exam, and the final is cumulative.

The groups will be assigned during the first week of class and group projects will consist of case studies taken from the text. Your group will give an overview of the case and present the problems and solutions to the case study questions. The cases are designed to enhance your learning experience via peer-to-peer learning and class discussion.

The quizzes are based on the chapters we cover, so please make sure to read the chapters prior to attending class and be prepared to have discussion in class regarding the principles we are studying.

Course Grades

The quizzes, group cases, midterm and final exams are weighted as follows:

Quizzes Group	10	
Cases		20
Midterm Exam	30	
Final Exam		40
Total		100

The letter grade you get for the course is based on the following grading scheme (from lower percent): **A+ 97-100; A 94-96; A- 90-93; B+ 87-89; B 84-86; B- 80-83; C+ 77-79; C 74-76; C- 70-73; D+ 67-69; D 64-66; D- 60-63; F < 60**

For example, if you earn 90 points, you would receive an A- as your grade.

Attendance and Participation

You are expected to attend and participate in class. Any excused absences need to be approved by your instructor in advance. Exams must be taken on the dates and times set forth in the class and on this syllabus.

Case Study Guidelines

Each group prior to class should prepare the case studies and discussion questions in advance. Your group is



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expected to participate in class and have a thorough working knowledge of the case and/or discussion questions assigned that week.

You are expected to answer the case questions in full detail, and may expand beyond them. You may be asked to assess the teamwork in your group at the end of the semester.

Each case is different and based on a real-world issue. As such, you will be given direction as how to proceed with the assigned readings, case questions, and in class discussion on a weekly basis. Attendance and participation and working successfully with your team are key!

Academic Integrity

Academic misconduct is any activity that tends to compromise the academic integrity of the University, or subvert the educational process. Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions, and may result in a failing grade.

Honor Statement

“As a member of the academic community I am personally committed to the highest standards of ethical behavior. Honesty and integrity are the foundation from which I will measure my actions. I will hold myself, and my peers accountable to adhere to these standards. As a leader in the classroom, community and business environment, I will pledge to live by these principles and celebrate those who share these ideals.”

Syllabus Updates

Information on this syllabus may be updated at your instructor’s discretion. You are responsible for keeping up to date as such (via online and/or in class). The subject we cover is dynamic, and as such we may bring in new material for your consideration into class to discuss. Please be aware of this. Thank you for your cooperation!