**Course Syllabus**

**Spring 2023**

**Samar M. Baqer, PhD., Fulbright**

**Consumer Behavior 322 / 02A**

**Lecture Time and Location:**

**MKT/ 220/53**  : Mon and Wed 03:30 - 04:45 PM Room C1 1005

**Final Exam** : 9-May-2023, 11:00 AM to 01:00 PM

**Contact Information:**

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**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : First Floor, Department of Management and MarketingZone A

**Email** : shaden.almustafa@ku.edu.kw

**Office Hours** : Sun – Tue: 12 – 3 PM

**Tutorial** : None

**Course Description:**

This course is designed to give students an overview of consumer behavior and is intended to acquaint students with both what it means to be a consumer in a market-oriented society and what, as a marketer, you need to know to understand the role of meeting the consumer’s needs in the development of a marketing strategy. To this end, we will explore processes involved in consumption and manners in which marketers are better able to predict and influence behavior. Note that consumer behavior is a multi-disciplinary field of study which touches many other specializations, including psychology, sociology, economics, anthropology, and business.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which specific learning goal the outcome relates.

Upon successful completion of the course, students will be able:

1. To understand the concepts, theories, and principles from the social sciences that apply to consumers and their purchasing behavior **LG1-LG4**
2. To learn how to make appropriate marketing decisions based on a sound knowledge of consumer behavior concepts **LG1- LG2 –LG3**
3. To become a better consumer by understanding how consumer behavior principles possibly affect consumers ‘ buying patterns

**Required Material:**

**Textbook:** Consumer Behavior. Buying, Having, and Being. Eleventh Edition. Global Edition. Michael R. Solomon.

**Additional Material** : Student notes, and Power Point slides

**Course Requirements and Policies:**

* + **There will be *NO* extra credits or curve given to students to improve their grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**
  + Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
  + Students must follow all the ethical standards in the classroom.
  + All mobile phones should be turned off or the student will be asked to leave the classroom.
  + NO nepotism, or cronyism.
  + The course will consist of lectures, a group project, 2 midterms, and a final.
  + Students’ attendance and participation are expected. The class relies heavily on discussions.
  + Exams will all be a mix of multiple choice and short essay questions.

**Individual Assignments:**

* + There will be assignments at the end of every week. All assignments will be essay questions based.
  + Each student is supposed to work individually on the assignments and turn them by the specified due date.
  + Students are expected to read the assigned chapter before coming to class and print the handouts associated with it (all handouts will be provided on Dr. Samar’s website).
  + All assignments should be typed (no handwritten work will be accepted).
  + Students are expected to read about marketing practices in Kuwait and talk about these readings in class as one form of class participation. Bringing articles from the newspapers or the internet will be highly recommended.

**In-Class Tests:**

* + There will be two midterm exams and one final exam in this course. All exams will have the same format which is multiple choice questions and short essay questions.

**Participation:** Students’ attendance and participation are expected.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to MLA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Preparation:**

* Students are expected to read the assigned chapter before coming to class.

**Group Project:**

* Students will be asked to form groups of 3 to 4 students each. Each group has to select a leader who is going to be responsible for organizing the team work.
* Each group will be responsible for meeting the deadlines in a timely manner.
* During the semester at the selected date, each group has to present their project.
* A written report has to be handled following the assigned delaine.
* A complete description of the project will be provided to the students later in the course.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 10% | Attendance and Participation |
| 10% | Assignments |
| 30% | Project (5 % presentation and 25% written report) |
| 20% | 2 Midterms (10% each) |
| 30% | Final Exam |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |  |
| --- | --- | --- |
| **Week (Mon, Wed)** | **SUNJECT** | **ASSIGNMENT** |
| **W1** 6,8 Feb | * + Intro |  |
| **W2** 13,15 Feb | * + Chapter1: Buying, Having, and Being: An Introduction to Consumer Behavior |  |
| **W3** 20,22 Feb | * + Chapter2: Consumer and Social Well-Being   + Chapter3: Perception | Assignment 1 Due |
| **W4** 1 March | * + Chapter3: Perception | Assignment 2 Due |
| **W5** 6,8 March | * + Chapter4: Learning and Memory   + Chapter5: Motivation and Affect |  |
| **W6** 13,15 March | * + Chapter5: Motivation and Affect   + Chapter6: The self |  |
| **W7** 20,22 March | * + **Exam 1 (Ch. 1,2,3)**   + **HAPPY RAMADAN ☺**   + Chapter 7:Personality, Lifestyles, and Values | Assignment 3 Due |
| **W8** 27,29 March | * + Chapter 7:Personality, Lifestyles, and Values   + Chapter 8: Attitudes and Persuasive Communications |  |
| **W9** 3,5 April | * + Chapter 8: Attitudes and Persuasive Communications   + Chapter 9: Decision Making | * + Assignment 4 due |
| **W10** 10,12 April | * + Chapter 10: Buying, Using, and Disposing   + Chapter 11: Group Influences and Social Media |  |
| **W11** 17,19 April | * + **Exam 2 (Ch. 4,5,6,7)**   + Chapter 11: Group Influences and Social Media | Assignment 5 due |
| **W12** 26 April | * + **Eid Mubarak** ☺   + Chapter 12: Income and Social Class |  |
| **W13** 1,5 May | * + Chapter 13: Subculture   + Chapter 14: Culture | Assignment 6 due |
| **May 16** | Final Exam | Enjoy the break ☺ |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Sunday Feb 19th | Esraa and Meraaj - off |
| Sun and Mon Feb 26th and 27th | Kuwait’s National Day and Independence Day |
| Thursday: March 16th | Last day to withdraw |
| Friday – Monday April 21st – 24th | Eid Al Fitr Break |
| Tuesday May 4th | Last day of classes |
| Tuesday: May 9th | Final Exam 11 AM |

**Vision**

To be recognized for developing innovative business professionals

**Mission**

We exist to provide an exceptional learning experience ---through excellent education, quality research, and close engagement with the community--- that transforms our students into innovative business professionals who will contribute to the development of Kuwait.

**CLO Mapping to CBA Skill Based Competency Goals**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CLO | Competency Goal | | | |
| Analytical | Communication | Business knowledge | Business Ethics |
| 1 |  |  | I |  |
| 2 | I |  |  |  |
| 3 |  |  | I |  |
| 4 |  |  | I |  |
| 5 | I | R | I |  |
| 6 | I | R | I | I |
| 7 | I | R | I | I |
| 8 | I | R | I | I |
| 9 | I | R | I | I |
| 10 |  |  | R | R |

**Type of Emphases:**

* **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
* **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
* **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

**CBA Competency Goals**

**LG1. Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Use appropriate analytical techniques to solve a given business problem.
  2. Critically evaluate multiple solutions to a business problem.
  3. Make well-supported business decisions.

**LG2. Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.

**LG3. Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

**Student Learning Objectives:**

* 1. Use data-processing tools to analyze or solve business problems.

**LG4. Ethical Competency:** A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

**Student Learning Objectives:**

* 1. Identify the ethical dimensions of a business decision.
  2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
  3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

**LG5. General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines’ concepts and theories.

**Student Learning Objectives:**

* 1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).

**The syllabus is tentative. The instructor holds the right to change the content of the syllabus, students will be notified with any changes.**

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals Related to this course:**

**LG1. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG2. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose

computer applications

**Student Learning Objectives:**

* 1. Use a word-processing application to type and format a business document.

**LG3. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Write clear, concise, and audience-centered business documents.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.