



## Course Syllabus

**Dr. Huwail J. Alantari**  
**MKT 322 – Consumer Behavior**  
**Spring 2024**

### Lecture Time and Location

**MKT 322 / 02A:** Sunday, Tuesday, and Thursday, 11:00 PM – 11:50 PM, Room D1-1006

### Contact Information

**Location:** Management and Marketing Department, First Floor, Zone A

**Email:** huwail[dot]alantari[at]ku[dot]edu[dot]kw

**Office:** A1-1060

**Office Hours:** Sunday, Tuesday, and Thursday, 1:00 PM – 1:50 PM or by appointment

### 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 that touches many other specializations, including psychology, sociology, economics, anthropology, and business.

### Course Learning Objectives (CLOs)

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.

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

**CLO1.** Understand the concepts, theories, and principles from the social sciences that apply to consumers and their purchasing behavior.

**CLO2.** Learn how to make appropriate marketing decisions based on a sound knowledge of consumer behavior concepts.

**CLO3.** Become a better consumer by understanding how consumer behavior principles possibly affect consumers' buying patterns.



## Required Material

**Textbook:** Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2012). *Consumer Behavior* (7<sup>th</sup> Edition.). Cengage Learning.

**Additional Material:** PowerPoint slides and supplemental notes.

## Course Requirements and Policies

- **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://kuwebcont.ku.edu.kw/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://kuwebcont.ku.edu.kw/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://kuwebcont.ku.edu.kw/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://kuwebcont.ku.edu.kw/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.



## Grading

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

Weight	Description
10%	Attendance and Participation
10%	Assessment Activities (Examples: Assignments, Quizzes, In-class exercises)
20%	Midterm 1
20%	Midterm 2
40%	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 (Tentative)

Topics
Chapter 1. Understanding Consumer Behavior
Chapter 2. Motivation, Ability, and Opportunity
Chapter 3. From Exposure to Comprehension
Chapter 4. Memory and Knowledge
Chapter 5. Attitudes Based on High Effort
Chapter 6. Attitudes Based on Low Effort
Chapter 7. Problem Recognition and Information Search
Chapter 8. Judgment and Decision Making Based on High Effort
Chapter 9. Judgment and Decision Making Based on Low Effort
Chapter 10. Post-Decision Processes

### Important Dates

Date	Event
16/03/2024	Last day to withdraw from a course
13/05/2024	Last day of classes
20/05/2024	Final Exam, 8:00 AM – 10:00 AM

Please be aware that this syllabus is subject to adjustments as needed throughout the course, and the instructor reserves the right to modify its content. It is your responsibility to stay informed about any announcements made during class or posted on our Teams page. To maintain a focused learning environment, please refrain from using your phones without permission. Additionally, punctuality is important, and late attendance is not permitted. To minimize disruptions, limit unnecessary exits during class. Your cooperation is appreciated.



## **CBA Competency Goals**

1. **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:**

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

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

### **Student Learning Objectives:**

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

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

### **Student Learning Objectives:**

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

4. **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:**

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

5. **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:**

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