

Global Learning Semesters

Course Syllabus

Course: MBA-713 Consumer Behavior

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-713	Consumer Behavior	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

Course Description

Evaluate the impact of culture on consumer behavior.

Analyze the impact of demographic changes in the United States in terms of how such changes affect family structure and group purchasing behavior.

Examine how internal influences drive consumer purchasing patterns and behaviors.

Investigate how situational influences affect the consumer decision-making process.

Determine how consumer perceptions affect outlet selection and brand choice.

Compare and contrast consumer marketing behavior and organizational marketing behavior.

Evaluate laws that affect marketing behavior.

Instructor

Dr. Sean de Burca

Course Aims and Objectives

An understanding of consumer decision processes is developed through application of the behavioral sciences. Organizational decision making processes are also considered. The implications of these processes are also considered in relation to marketing, organizational strategies, and decision-making.

Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

Evaluation and Grading

Mid-Term: 40%

Final Assignment	50%
Participation	10%

Readings and Resources

Required Textbook

Hawkins, D., Coney, K., & Best, R. (2000). Consumer behavior: building market strategy. McGraw-Hill Higher Education. ISBN: 0072416882.

Recommended Reading