

Argosy University
COURSE SYLLABUS

B6311

Marketing Behavior and Decision-Making

Faculty Information

Faculty Name:

Campus:

Contact Information:

Office Hours:

Short Faculty Bio:

Course description: This course focuses on the consumer and business-to-business decision making processes of which can be extensive, limited, or routine. Consumers proceed through multiple stages to reach a purchasing decision, usually personal and often impulsive, when they purchase from businesses. Topics include need recognition, alternative search, alternative evaluation, purchase decision, post purchase evaluation. The course highlights how the process is influenced by social, marketing, and situational factors. In parallel, business-to-business (B2B) marketing behaviors and decisions are different in their purchasing issues: purchasing decisions, providing a problem-solving solution, long-term profitable relationships; product development, branding, communications channels, promotions, pricing/discounts/quantities.

Course Pre-requisites: None

Required Textbook:

IMPORTANT: You are not required to purchase the textbook for this course. Your textbook will be available to you as an electronic book with your fully online or blended course on the eCollege platform.

Hawkins, D. , Mothersbaugh, D. (2009). *Consumer behavior with ddb lifestyle study data disk (consumer behavior: building marketing strategy)[hardcover]*. McGraw-Hill Publishing.

Course length: 7.5 Weeks

Contact Hours: 45 Hours

Credit Value: 3.0

Program Outcomes:

1. Communication
 - 1.1. Oral/Written – Present business information orally and in writing using appropriate technology that is concise, clear, organized, supported, and persuasive in a professional manner appropriate to the business context
2. Critical Thinking/Problem Solving
 - 2.1. Critical Thinking – Incorporate and synthesize information, theory, and practice in order to implement appropriate business actions
 - 2.2. Problem Solving/Decision Making – Given a business situation, diagnose the underlying causes of the situation, evaluate possible solutions, and determine and defend appropriate course of action
 - 2.3. Information Literacy – Access information from a variety of sources, evaluate the credibility of the sources, and apply that information to solve business problems
3. Team
 - 3.1. Leadership – Describe the requirements of team members and leaders to work effectively and creatively in achieving team goals
 - 3.2. Collaboration – Collect, categorize, and consider the views of all stakeholders
4. Ethics
 - 4.1. Ethics – Identify the ethical principles related to personal and corporate behavior in specific business situations and explains the potential consequences
5. Diversity
 - 5.1. Diversity – Identify the impact of both cultural and economic factors on the modern enterprise and explain the potential consequences
6. Analysis/Application
 - 6.1. Applied Technology – Select and defend business technology solutions to typical business problems
 - 6.2. Integration – Describe the interrelationship of the functional business areas of statistics, accounting, finance, marketing, operations, and strategy within the context of specific organizational goals

Concentration: Marketing

7. Strategic Market Planning & Application
 - 7.1. Given a specific product, analyze the essential elements of a successful marketing plan

Course Objectives:

1. Given a market situation describe trends impacting the consumer buying environment and business marketing (5.1)
2. Identify the multiple stages of the consumer purchasing process and of the business buying process (2.3)
3. Given a case study explain the interaction of factors influencing the consumer purchasing process and the business buying process (6.2)
4. Distinguish differences and identify similarities between the consumer purchasing process and the business buying process (7.1)
5. Given business purchasing needs and specifications discuss the importance of interpersonal dynamic to the business buying process, particularly vendor identification, vendor selection, and long-term profitable relationships (2.1)

Assignment Table

| Unit | Module Topics | Readings | Assignments |
|------|--|---|-------------|
| 1 | <u>Purchasing decisions: Overview and outlook</u> - Introduction to consumer and business marketplace - Trends in consumer buying environment: - Trends in business marketing | Chapter 1. Consumer Behavior and Marketing Strategy Chapter 2. Cross-Cultural Variations in Consumer Behavior Chapter 3. The Changing American Society: Values | |
| 2 | <u>Consumer Purchasing: Inputs</u> - Marketing efforts - Social factors - Cultural environment | Chapter 4. The Changing American Society: Demographics and Social Stratification Chapter 5. The Changing American Society: Subcultures Chapter 6. The American Society: Families and Households Chapter 7. Group Influences on Consumer Behavior | |
| 3 | <u>Consumer Purchasing: Process</u> - Need recognition - Information search - Alternative evaluation - Psychological processes - Experience | Chapter 14. Consumer Decision Process and Problem Recognition Chapter 15. Information Search Chapter 16. Alternative Evaluation and Selection | |
| 4 | <u>Consumer Purchasing: Outputs</u> | Chapter 17. Outlet Selection and Purchase | |

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|---|--|--|--|
| | <ul style="list-style-type: none"> - Purchase (Trial/Repeat) - Postpurchase evaluation | Chapter 18. Postpurchase Processes, Customer Satisfaction, and Customer Commitment | |
| 5 | <u>Business Purchasing Decision:</u> <ul style="list-style-type: none"> - Identification of needs - Establishment of specifications - Identifying of vendors - Vendor evaluation - Negotiation of terms - Postpurchase evaluation | Chapter 19. Organizational Buyer Behavior | |
| 6 | <u>Business Purchasing:</u> <ul style="list-style-type: none"> - Relationships influencing decisions - Personal selling | Articles from instructor | |
| 7 | <u>Contrast and compare Differences:</u> <ul style="list-style-type: none"> - Gatekeepers - Product knowledge - Impulse purchasing - Risk - Emphasis on personal selling <u>Similarities:</u> <ul style="list-style-type: none"> - Emotions do guide decisions - Brand loyalty - Long-term relationships - Aesthetic concerns - Branding and product image | Chapter 8. Perception Chapter 9. Learning, Memory, and Product Positioning Chapter 10. Motivation, Personality, and Emotion Chapter 11. Attitudes and Influencing Attitudes Chapter 12. Self-Concept and Lifestyle | |
| 8 | Case Analysis | Harvard Business Review: <ul style="list-style-type: none"> - Building Loyalty in Business Markets | |

Grading Criteria

Grading Scale

Grading requirements

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|-----------|--------------|
| A | 100 – 93 |
| A- | 92 – 90 |
| B+ | 89 – 88 |
| B | 87 – 83 |
| B- | 82 – 80 |
| C+ | 79 – 78 |
| C | 77 – 73 |
| C- | 72 – 70 |
| F | 69 and below |

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|---------------------------------|-------------|
| <i>Attendance/participation</i> | <i>25%</i> |
| <i>Weekly Assignments</i> | <i>20%</i> |
| <i>Final paper</i> | <i>35%</i> |
| <i>Optional</i> | <i>10%</i> |
| <i>Optional</i> | <i>10%</i> |
| | <i>100%</i> |

Library

All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.

All resources in Argosy University's online collection are available through the Internet. Students can access the online collection by logging into the student portal and clicking on the library link. Library Resources: Argosy University's core online collection features over 48, 889 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarian.

Academic Policies

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the current edition of the *Publication Manual of the American Psychological Association*. Students are encouraged to purchase this manual and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through "Turnitin," (www.turnitin.com), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

Americans with Disabilities Act Policy

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student's responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

The Argosy University Statement Regarding Diversity

Argosy University prepares students to serve populations with diverse social, ethnic, economic, and educational experiences. Both the academic and training curricula are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a wide range of backgrounds.