

## SYLLABUS: MRKT 6312 – CONSUMER DECISION PROCESSES

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| <b>Catalog Description:</b>     | Information flows between buyer and seller, informational properties of demand stimulation strategies from the firm, consumer and society viewpoints.  |
| <b>Prerequisite(s):</b>         | Graduate standing  |
| <b>Course Objectives:</b>       | <p>Students should be prepared to continue learning about consumers and their behaviors in a constantly evolving world marketplace.</p> <p>Students should be prepared to apply knowledge and insights about consumers into the practice of marketing as managers.</p> <p>Students should be prepared to integrate resources from other classes and materials into their study of consumer behavior and to use insights from consumer behavior effectively in other classes and business problems.</p>   |
| <b>Current Textbook:</b>        | Textbook and/or selected readings and other materials are the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.   |
| <b>Evaluation Process:</b>      | Evaluation is the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.   |
| <b>Required Course Content:</b> | <p>Comprehensive consideration of generalized model of household and personal consumption behavior including at least:</p> <ul style="list-style-type: none"><li>Social and cultural influences</li><li>Learning</li><li>Perception</li><li>Motivation</li><li>Behaviors</li><li>Involvement</li><li>Lifestyles</li><li>Economic issues</li><li>Household structure and change</li><li>Interpersonal influence</li><li>Attitude</li><li>Decision models</li><li>Innovation</li><li>Satisfaction</li><li>Global issues</li><li>Strategy development</li></ul> |
| <b>Optional Course</b>          | May include research projects, case analysis, term papers  |

**Content:**

**Course Curriculum** Dr. Cathie Tinney  
**Coordinator:**