

EAST CAROLINA UNIVERSITY
College of Business
Detailed Course Information

I. Course
MKTG 6842 Consumer Behavior
II. Instructor & Textbook Information
<p>All instructors in the College of Business are either academically or professionally qualified to teach their courses. All graduate classes are taught by faculty with terminal degrees in the relevant field of study. Faculty who teach online courses also teach face-to-face campus courses.</p> <p>To review current textbook information visit the bookstore's website: http://epos2.sequoiars.com/ePOS?form=cat.html&cat=1&store=458 and follow the link at the bottom of the page.</p>
III. Expanded Course Description
<p>Current theory and research in consumer behavior used to develop marketing strategy for profit and nonprofit businesses. Applications of consumer behavior to social marketing.</p> <p>Prerequisites: MKTG 6162</p>
IV. Course Objectives
<p>Modern day approaches to marketing emphasize the importance of adopting a customer orientation. Marketing begins and ends with the consumer-from determining consumer needs to providing and sustaining customer satisfaction.</p> <ul style="list-style-type: none">• The purpose of this course is to examine multiple concepts underlying consumer behavior with the ultimate goal of understanding how these concepts can be applied in analyzing marketing problems.• The course is designed to help you to gain knowledge and apply consumer behavior concepts such as motivation, attention and perception, memory, personality, attitudes, information processing, learning principles, social class influences, and cultural values in marketing decisions such as positioning, and communication.
V. Course Topics
<p>Consumer Behavior knowledge is ever-changing, and this list of topics may vary from semester to semester:</p> <ul style="list-style-type: none">• Consumer Motivation• Consumer Personality• Memory functions• Consumer Perception• Consumer Attitudes

- Social class Influences
- Opinion Leadership Influences
- Consumer Learning
- Consumer Information processing
- Subcultures and demographic influences
- Diffusion of Innovations

VI. Required Coursework

Exact requirements may vary, but typically, to successfully complete this course, the student is required to take two proctored exams, submit 3 individual written case analyses, post (individual) answers to questions assigned for each chapter in discussion boards and interact with other students heavily for these guided discussion board assignments.

VII. Course Communication & Interaction

The course makes extensive use of guided discussion boards for each topic covered in the course.

VIII. Computer/Technical Requirements Additional Notes/Comments

The university recommends specific technology when taking an online class. These recommendations can be found at: <http://www.ecu.edu/ace> . All online courses require ready access to the Internet and a suitable personal computer.

In addition to the university requirements this class requires:

- a PC that supports Office / Windows 2000 or better (XP or 2003 is recommended)
- MS Office Professional Suite 2000 or better
- reliable Internet access (cable modem is best)

IX. Additional Information

Disabilities: ECU seeks to comply fully with the Americans with Disabilities Act (ADA). The Department for Disability Support Services adapts the generalized services to the specialized needs of individuals with disabilities. Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 (252) 737-1016 (Voice/TTY). Additional program information is available at <http://www.ecu.edu/cs-studentlife/dss/>

Calendar: Online classes typically follow the standard ECU [academic calendar](#) for the semester in which they are taken.

X. Additional Notes/Comments

ECU maintains accreditation with [The Association to Advance Collegiate Schools of Business \(AACSB\)](#). To comply with the constant quality improvement objectives of the AACSB, adjustments are made to all course requirements. Contact the instructor for this class the semester you plan to take it to obtain detailed information.

This course is a great elective course in the MBA program because in it students expand their knowledge in consumer behavior knowledge and its applications in marketing strategies and learn how to write-up cases and become proficient in using online communication tools like Discussion Forums.