

## Course Syllabus

1	<b>Course title</b>	Consumer behavior	
2	<b>Course number</b>	1604723	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>	3	
4	<b>Prerequisites/corequisites</b>	0	
5	<b>Program title</b>	MBA Marketing	
6	<b>Program code</b>	07	
7	<b>Awarding institution</b>	Jordan University	
8	<b>School</b>	Business	
9	<b>Department</b>	Marketing	
10	<b>Course level</b>	1st year	
11	<b>Year of study and semester (s)</b>	Second semester 2021-2022	
12	<b>Other department (s) involved in teaching the course</b>	None	
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	x <input type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	<b>Online platforms(s)</b>	<input type="checkbox"/> Moodle <input type="checkbox"/> xMicrosoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	<b>Issuing/Revision Date</b>	28-6-2022	

### 17 Course Coordinator:

Name: Zaid Obeidat

Contact hours: 11-12

Office number:

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**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**19 Course Description:**

As stated in the approved study plan.

This course aims to examine the consumers' buying and consumption processes, both as individuals and as members of a group. In addition to the factors affecting the buying decision process, including the psychological, physical, sociological and economic theories of consumer behavior.



**20 Course aims and outcomes:**



A- Aims:

A- Aims:

This course will give an overview of consumer behavior in the digital era including attitudes and their formation, personality traits, perception and learning theories, the consumer decision making process. In addition, this course will aim to give students an understanding of the social, cultural, situational, and psychological factors influencing consumers behavior.

B- Intended Learning Outcomes (ILOs):

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

- 1- To understand The evolution of the marketing concept and the study of consumer behavior
- 2- To understand How the Internet and related technologies improve marketing transactions by adding value that benefits both marketers and customers
- 3- To develop an understanding of the bases of market segmentation
- 4- To understand the influence of motives and personality traits on consumer behavior
- 5- To understand the influence of perception on consumer behavior
- 6- To acquire an understanding of the major learning theories and the process of consumer learning
- 7- To acquire an understanding of the role of attitudes in shaping consumer behavior
- 8- To acquire an understanding of the consumer decision making process
- 9- To understand the elements and persuasive capabilities of communication, as well as the barriers to effective communication and their role on consumer behavior
- 10- To acquire an understanding of the role of digital marketing in shaping consumer behavior
- 11- To understand credibility of reference groups and word-of-mouth and their influence on consumer behavior strategies
- 12- To acquire an understanding of the family and its social standing on consumer behavior

*Master of Business Administration (MBA)/Marketing/ Comprehensive Exam*

1. Formulating an integrative business project through the application of multidisciplinary knowledge
2. Developing an understanding of human behaviour related to marketing activity.
3. Possessing the skills required to work and lead effectively in a team-based environment.
4. Developing an understanding of human behaviour related to marketing activity.
5. Understand and apply business and marketing analytics in business decision making.

PLOs SLOs of the course	PLO (1)	PLO (2)	PLO (3)	PLO (4)	PLO (5)
1		X		X	
2		X		X	
3		X		X	
4		X		X	
5		X		X	
6		X		X	
7		X		X	
8		X		X	
9		X		X	
10		X		X	
11		X		X	
12		X		X	

## 21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	Chapter (1)	Technology-Driven Consumer Behavior		Face to face	In class			
2	Chapter (2)	segmentation, targeting, and positioning		Face to face	In class			
3	Chapter (3)	Consumer Motivation and Personality		Face to face	In class			

4	Chapter (4)	Consumer Perception		Face to face	In class			
5	Chapter (5)	Consumer Learning		Face to face	In class			
6	Chapter (6)	Consumer Attitude Formation and Change		Face to face	In class			
7	Chapter (7)	Persuading Consumers		Face to face	In class			
8	Chapter (9)	Reference groups and word-of-mouth		Face to face	In class			

9				Face to face	In class			

## 22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm Exam	30	Chapters 1,2,3,	1,2,3,4	5	In class
Second exam	20	4	5	7	
Final Exam	40	chapters ,5,6,7, 9	6,7,8,9,10,11,12	16	In class
Class work and exercises	10				In class

## 23 Course Requirements



**(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):**

#### **24 Course Policies:**

- A- Attendance policies: students must attend at least 85% of lectures
  
- B- Absences from exams and submitting assignments on time: following JU roles and regulations
  
- C- Health and safety procedures:
  
- D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations
  
- E- Grading policy: following JU roles and regulations
  
- F- Available university services that support achievement in the course:

#### **25 References:**

A- Required book(s), assigned reading and audio-visualls:

Available on e-learning

B- Recommended books, materials and media:

Consumer behavior, schiffm and Kanuk, 11<sup>th</sup>edition.





## 26 Additional information:

Name of Course Coordinator: --zaid obeidat-----Signature: --zaidob----- - Date: ---28-6-2022-----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----