



Form: Course Syllabus	Form Number	EXC-01-02-02A
	Issue Number and Date	2/3/24/2022/2963 05/12/2022
	Number and Date of Revision or Modification	2023/10/15
	Deans Council Approval Decision Number	265/2024/24/3/2
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	Number of Pages	06

1.	Course Title	Consumer behavior
2.	Course Number	1604112
3.	Credit Hours (Theory, Practical)	3/ theory
	Contact Hours (Theory, Practical)	3/ theory
4.	Prerequisites/ Corequisites	Principles of Marketing
5.	Program Title	BA in Marketing
6.	Program Code	04
7.	School/ Center	Business
8.	Department	Marketing
9.	Course Level	First-Second year
10.	Year of Study and Semester (s)	First semester 2025/2026
11.	Program Degree	Bachelor
12.	Other Department(s) Involved in Teaching the Course	Not available
13.	Learning Language	English language
14.	Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15.	Online Platforms(s)	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
16.	Issuing Date	16/2/2025
17.	Revision Date	30/8/2025

18. Course Coordinator:

Name: Eatedal "Ahmad Amin"	Contact hours: Monday and Wednesday 10 -11 Thursday: 11:30-12:30
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19. Other Instructors:

Name: Dr Mohammad Atef Almomani

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Contact hours: Sunday, Tuesday and Thursday 12:30-1:30, Monday and Wednesday 2:30-3:30

20. Course Description:

This course explores the dynamic field of consumer behavior, examining how individuals and groups make purchasing decisions and how marketers can influence these choices. Using insights from psychology, sociology, and behavioral economics, students will analyze key concepts such as perception, motivation, attitudes, decision-making, and the impact of cultural and social influences on consumption.

This course provides a comprehensive understanding of consumer insights, emphasizing real-world applications in marketing strategy, branding, and digital consumer engagement. Students will develop critical thinking and analytical skills through case studies and discussions that apply consumer behavior theories to marketing practices.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

- 1. Examine current concepts of the Marketing role in business organizations and society and explain the marketing principles in relation to the product, price, promotion and distribution functions.**
- 2. Describe the theories and concepts in the field of digital marketing.**
- 3. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.**



4. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.

5. Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different market segments.

6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Describe the stages of the consumer decision-making process and the factors affecting each stage, in addition to analyze the role of perception, motivation, learning, attitudes, and personality in shaping consumer choices (Knowledge & Understanding). Evaluate different consumer behavior theories and apply them to real-world marketing scenarios, Assess the impact of digital marketing and technology on modern consumer behavior Synthesize consumer behavior insights to predict future market trends and consumer preferences (cognitive skills). Enhance problem-solving and decision-making skills through consumer behavior analysis, improve communication and teamwork skills through group discussions, case studies, and presentations& Apply ethical considerations in consumer behavior analysis and marketing decision-making (Transferable Skills).

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	*	*	*	*	*	*	*



2.	*	*	*	*	*	*	*
3.	*	*	*	*	*	*	*

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	**		**					
2								
3		**	**					
4	**		**					
5		**	**					
6		**	**					
7								
8	**		**					

***Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.**

****Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).**

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
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1	1.1	Introduction& Orientation		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	1.2	Introduction& Orientation		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	1.3	Introduction& Orientation		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
2	2.1	Foundations of consumer behavior		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	2.2	Foundations of consumer behavior		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	2.3	Foundations of consumer behavior		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
3	3.1	Foundations of consumer behavior		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	3.2	Foundations of consumer behavior		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	3.3	Foundations of consumer behavior		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
4	4.1	Perceiving and Making Meaning		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	4.2	Perceiving and Making Meaning		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	4.3	Perceiving and Making Meaning		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
5	5.1	Perceiving and Making Meaning		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	5.2	Perceiving and Making Meaning		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
	5.3	Perceiving and Making Meaning		Face to Face	On- campus	Synchronous	Discussions + Exams	Textbook
6	6.1	Eid Alfiter						



	6.2	Eid Alfiter						
	6.3	Eid Alfiter						
7	7.1	Learning, Remembering, and Knowing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	7.2	Learning, Remembering, and Knowing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	7.3	Learning, Remembering, and Knowing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
8	8.1	Learning, Remembering, and Knowing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	8.2	Learning, Remembering, and Knowing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	8.3	Learning, Remembering, and Knowing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
9	9.1	Motivation		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	9.2	Motivation		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	9.3	Motivation		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
10	10.1	Motivation		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	10.2	Motivation		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	10.3	Motivation		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
11	11.1	Attitudes and how to change them		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	11.2	Attitudes and how to change them		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	11.3	Attitudes and how to change them		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook



12	12.1	Attitudes and how to change them		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	12.2	Attitudes and how to change them		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	12.3	Attitudes and how to change them		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
13	13.1	Deciding		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	13.2	Deciding		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	13.3	Deciding		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
14	14.1	Deciding		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	14.2	Deciding		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	14.3	Deciding		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
15	15.1	Buying, using and disposing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	15.2	Buying, using and disposing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook
	15.3	Buying, using and disposing		Face to Face	On-campus	Synchronous	Discussions + Exams	Textbook

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30	*	*				
Second Exam –If any	15	*	*				
Final Exam	50	*	*	*			
**Class work							



Projects/reports							
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							
Any other approved works	5 participation	*	*	*			
Total 100%	100%						

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	4	2	1	10	100	100	10%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
						12	50	40	15	1
						14			17.5	2
						14			17.5	3
										4
										5



26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.): Not available

27. Course Policies:

A- Attendance policies: - Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules

B- Absences from exams and submitting assignments on time: The exam is MCQs it is going to be a computer-based exam. The date will be assigned in advance of exams time.

No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

C- Health and safety procedures: Not available

D- Honesty policy regarding cheating, plagiarism, misbehavior: - Any inappropriate behavior (inside the class, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules.

E- Grading policy: It depends on the average.

F- Available university services that support achievement in the course: Not available.

28. References:

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

Consumer Behavior: Buying, Having, and Being 14th Edition

Articles and case studies presented by the course instructors for classroom discussion.

Solomon & Russell

B- Recommended books, materials, and media:

Consumer Behavior: eleventh edition Leon G. Schiffman • Joseph L. Wisenblit

**29. Additional information:**

Not available

Name of the Instructor or the Course Coordinator:	Signature: Eatedal ahmad amin ...Eatedal.....	Date: 30/88/2025
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
Name of the Head of Department Dr. Nawras Nusirat	Signature:	Date:
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
Name of the Dean or the Director	Signature:	Date: