

Course Syllabus

1	Course title	Consumer behavior	
2	Course number	1604213	
3	Credit hours	3	
	Contact hours (theory, practical)	Theory 3	
4	Prerequisites/corequisites	Principles of Marketing	
5	Program title	BA in Marketing	
6	Program code	04	
7	Awarding institution	University of Jordan	
8	School	Business	
9	Department	Marketing	
10	Course level	Second year	
11	Year of study and semester (s)	First semester 2022/2023	
12	Other department (s) involved in teaching the course	-	
13	Main teaching language	English	
14	Delivery method	<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 <input type="checkbox"/> Skype <input type="checkbox"/> Zoom	
		<input type="checkbox"/> Others.....	
16	Issuing/Revision Date	8/10/2022	

17 Course Coordinator:

Name: Eatedal Baheer

Contact hours: Monday and Wednesday (8-8:30)

Sunday and Tuesday (12:30-1:00) Thursday (11:30-12:30)

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**18 Other instructors:**

Name: Ayat AL-hawary

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Contact hours: Sunday, Tuesday and Thursday (8-8:30)

Monday and Wednesday (9:30-10)

Name: Yazeed al-masri

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Contact hours: Sunday, Tuesday and Thursday (10:30-11)

Monday and Wednesday (10-11)

19 Course Description:

This course examines 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, social and economic theories of consumer behavior.



20 Course aims and outcomes:

A- Aims:

The purpose of this course is to introduce students to consumers, consumer behavior in the market place and their impact on marketing strategy and It explains how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior.

B- Students Learning Outcomes (SLOs):

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

- 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-Utilize applicable central models and theories that relate to consumer behavior and marketing inthe online and offline to research and analyze contemporary issues in Marketing.
- 3- 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.
- 4-Apply the marketing research process to collect, process, and analyze a range of data in order toprovide solutions to marketing problems, and prepare oral presentation to professional standards.

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)
SLOs of the course				
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	*		*	*
10. To understand the credibility of reference groups and their influence on consumer behavior		*		*

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	1.1	Orientation		Face to face		Synchronous	Discussions+ Exams	textbook
	1.2	Orientation		Face to face		Synchronous	Discussions+ Exams	textbook
	1.3	L.O.1.1		Face to face		Synchronous	Discussions+ Exams	textbook
2	2.1	L.O. 1.1		Face to face		Synchronous	Discussions+ Exams	textbook
	2.2	L.O.1.2		Face to face		Synchronous	Discussions+ Exams	textbook

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
	2.3	L.O.1.3+4		Face to face		Synchronous	Discussions+ Exams	textbook
3	3.1	L.O.2.1		Face to face		Synchronous	Discussions+ Exams	textbook
	3.2	L.O.2.2		Face to face		Synchronous	Discussions+ Exams	textbook
	3.3	L.O.2.2		Face to face		Synchronous	Discussions+ Exams	textbook
4	4.1	L.O.2.3		Face to face		Synchronous	Discussions+ Exams	textbook
	4.2	L.O.2.4		Face to face		Synchronous	Discussions+ Exams	textbook
	4.3	Discussion		Face to face		Synchronous	Discussions+ Exams	Articles
5	5.1	L.O.3.1+2		Face to face		Synchronous	Discussions+ Exams	textbook
	5.2	L.O.3.3		Face to face		Synchronous	Discussions+ Exams	Textbook
	5.3	L.O.3.4		Face to face		Synchronous	Discussions+ Exams	textbook
6	6.1	L.O.3.5		Face to face		Synchronous	Discussions+ Exams	textbook

	6.2	L.O.3.5		Face to face		Synchronous	Discussions+ Exams	textbook
	6.3	Discussion		Face to face		Synchronous	Discussions+ Exams	Articles
7	7.1	L.O.4.1+2		Face to face		Synchronous	Discussions+ Exams	textbook
	7.2	L.O.4.3		Face to face		Synchronous	Discussions+ Exams	textbook
	7.3	L.O.4.4		Face to face		Synchronous	Discussions+ Exams	textbook
8	8.1	L.O.4.5		Face to face		Synchronous	Discussions+ Exams	textbook
	8.2	L.O.4.6		Face to face		Synchronous	Discussions+ Exams	textbook
	8.3	L.O.4.7		Face to face		Synchronous	Discussions+ Exams	textbook
9	9.1	L.O.5.1+2		Face to face		Synchronous	Discussions+ Exams	textbook
	9.2	L.O.5.3		Face to face		Synchronous	Discussions+ Exams	textbook
	9.3	L.O.5.4		Face to face		Synchronous	Discussions+ Exams	textbook
10	10.1	L.O.5.5		Face to face		Synchronous	Discussions+ Exams	textbook

	10.2	L.O.5.6+7		Face to face		Synchronous	Discussions+ Exams	textbook
	10.3	Discussion		Face to face		Synchronous	Discussions+ Exams	Articles
11	11.1	L.O.6.1+2		Face to face		Synchronous	Discussions+ Exams	textbook
	11.2	L.O.6.3		Face to face		Synchronous	Discussions+ Exams	textbook
	11.3	L.O.6.4		Face to face		Synchronous	Discussions+ Exams	textbook
12	12.1	L.O. 6.5		Face to face		Synchronous	Discussions+ Exams	textbook
	12.2	L.O.6.5		Face to face		Synchronous	Discussions+ Exams	textbook
	12.3	L.O.6.7		Face to face		Synchronous	Discussions+ Exams	textbook
13	13.1	L.O.7.1		face to face		Synchronous	Discussions+ Exams	textbook
	13.2	L.O.7.3		Face to face		Synchronous	Discussions+ Exams	textbook
	13.3	L.O.7.5		Face to face		Synchronous	Discussions+ Exams	textbook
14	14.1	Discussion		Face to face		Synchronous	Discussions+ Exams	articles

	14.2	L.O.9.1		Face to face		Synchronous	Discussions+ Exams	textbook
	14.3	L.O.9.1		Face to face		Synchronous	Discussions+ Exams	textbook
15	15.1	L.O.9.2		Face to face		Synchronous	Discussions+ Exams	textbook
	15.2	L.O.9.2		Face to face		Synchronous	Discussions+ Exams	textbook
	15.3	Discussion		Face to face		Synchronous	Discussions+ Exams	articles

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
Mid-term exam	30	Chapters 1+2+3+4	1+2+3+4	6 th week	
Second exam	15	Chapter5	3+4	8 th week	
Participation	5				during face to face lectures
Final exam	50	All chapters	1+2+3+4	The last week	



23 Course Requirements

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24 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 final exam consists of MCQs and it is going to be a computer-based. The time 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.

No make-up for the make-up exam.

C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Any inappropriate behavior (inside the group, 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: -

25 References:

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

Consumer Behavior
eleventh edition

Leon G. Schiffman • Joseph L. Wisenblit



B- Recommended books, materials, and media:

Journals / special videos / cases

26 Additional information:

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Name of Course Coordinator: Eatedal Basheer Signature: Eatedal Date: 8-10-2022
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department:Signature: -
Head of Curriculum Committee/Faculty:Signature: -
Dean:Signature: