



Course Syllabus
MK 311 Consumer Behavior
Semester 2/22 (January 09 – May 06, 2023)

Number of credits: 3 credits (3-0-6)
Lecture Time: Monday, 13.00 – 16.00 hours
Lecture Venue: Room 302, Faculty of Economics
Instructor: Associate Professor Dr. Kritsadarat Wattanasuwan
รองศาสตราจารย์ ดร. กฤษฏารัตน์ วัฒนสุวรรณ
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Assignment Submission in Google Classroom: BE-MK311-2/22-01
<https://classroom.google.com/c/NTA4OTQ2ODI1MDI3?cjc=m2t2iwg>

Course Description:

A study of concepts and theories of behavioral analysis in order to understand consumer and their behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theory for purchasing decision-making process, as well as contemporary alternative theories, which emphasizes understanding consumer from social and cultural dimensions. This course covers the understanding of both individual and organizational behavior that influences the purchasing decision.

Prerequisite: MK 201

Course Objectives:

1. To understand consumer behavior as a vital constituent of marketing.
2. To be able to explicate the concept and process of consumer behavior.
3. To be able to critically analyze consumer behavior and to define relevant influences on the consumer's purchasing decision.
4. To be able to apply the students' knowledge of consumer behavior in their marketing careers and their everyday lives.

Main Texts:

Solomon, Michael (2020), *Consumer Behavior: Buying, Having, and Being*, Thirteenth edition, Harlow, United Kingdom: Pearson Education Limited.

Grading:

Class Participation	10 %
Assignments	30 %
Term Paper and Presentation	30 %
Final Examination	30 %
Total	100%

Teaching Philosophy:

In class, teaching and learning aims to pursue a process of joint learning with students. That is, the lecturer introduces concepts and theories of Consumer Behavior to the class; then students share their experiences regarding the lectured concepts and theories. Hopefully, we learn from each other for ultimately we all are consumers!!!

Outside class, students are encouraged to do their own self-study as much as possible. As consumer behavior is a 'dynamic subject', assignments and the term paper intend to provide some of the necessary analytical skills needed.

Assignments and Term Project:**1. Assignments**

Each assignment is an individual work; which students are required to submit in 'PowerPoint with Note' format via Google Classroom "BE-MK311-2/22-01". The assignment file must be saved as 'Student Id-Assignment Topic.' Presentation of the work may also be required. Grading will be based on the quality of the analysis, discussion and/or presentation.

2. Term Paper

Students are required to form a term paper group (max. 9 people). Participation and involvement in the group's work by each individual will be taken into account for grading. That is, peer evaluation will be assessed. The term paper is to study a particular topic of consumer behaviour of the group's interest. Time allow for each presentation is maximum of 20 minutes. Each group is required to submit the list of group members on Monday the 23rd of January 2023. Information of each member should include name, student id, photograph and contact number/email/line name.

Expected Learning Outcome (TQF 3 Curriculum Mapping)

Morality and Ethics	Expected Outcome
1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	1.4 Acquire knowledge on and understand how to treat consumers ethically.
Knowledge	Expected Outcome
2.1 Acquire knowledge on and understand the important concepts in business management.	2.1 Acquire knowledge on and understand the important concepts in Consumer Behavior.
Intellectual Development	Expected Outcome
3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.	3.1 Be able to employ various concepts in consumer behavior to acquire consumer insights; which will be useful for developing effective marketing strategies accordingly.
Interpersonal Skills and Responsibilities	Expected Outcome
4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	4.1 Be able to conduct a group project to study consumer behavior successfully.
Quantitative Analysis, Communication and Information Technology	Expected Outcome
5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	5.3 Be able to give a presentation on the study of consumer behavior to others.

Class Schedule

Session Date & Time	Topics	Activities/ Text & Materials/Media
#1: Monday 09 Jan 2023	Introduction to the Course - Course Description and Objectives - Teaching Philosophy - Course Administration - Course Schedule and Outline Overview of Consumer Behavior - Consumers in the Marketplace - Importance of Consumer Behavior - Consumer Behavior and Marketing - Scope of Consumer Behavior Study	Discuss Course Syllabus Read Chapter 1
#2: Monday 16 Jan 2023	Consumers as Individuals Perception	Read Chapter 3 Class discussion
#3: Monday 23 Jan 2023	Consumers as Individuals Learning and Memory	Read Chapter 4 Assignment 1 Presentation Class discussion
#4: Monday 30 Jan 2023	Consumers as Individuals - Motivation - Consumer Fantasy, Fun and Escapism - Involvement - Emotions	Read Chapter 5 Assignment 2 Presentation Class discussion
#5: Monday 06 Feb 2023	Consumers as Individuals - Attitudes - Attitude Change	Read Chapter 8 Assignment 3 Presentation Class discussion
#6: Monday 13 Feb 2023	Consumers as Individuals - The Self: Traditional View - The Self: Alternative View - Personality	Read Chapter 6 & 7 Assignment 4 Presentation Class discussion
#7: Monday 20 Feb 2023	Consumers and Symbolic Consumption: An Alternative View to Understand Consumers - Consumer Identity and Symbolic Consumption - Consumers and Meaning Appropriation - Possessions and the Extended Self	Read Class Handout Assignment 5 Presentation Class discussion

Session Date & Time	Topics	Activities/ Text & Materials/Media
#8: Thursday* 09 Mar 2023 18:00-21:00 hr. (Make-up for 6 th of Mar)	Consumers as Individuals • Lifestyle • Values and Lifestyle System • Consumers and their Digital Lifestyle	Read Chapter 7 Assignment 6 Presentation Class discussion
#9: Monday 13 Mar 2023	Consumers as Social Beings • Consumers and Social Structure • Consumers and Demographics • Consumers and Social Class	Read Chapter 12 Class discussion
#10: Monday 20 Mar 2023	Consumers as Social Beings • Consumers and Reference Groups • Consumers and Family	Read Chapter 11 & 13 Class discussion
#11: Monday 27 Mar 2023	Consumers as Social Beings • Consumers and Culture • Consumers and Subcultures • Cultural Changes and Diffusion ◦ Media & Digital Society ◦ Body Culture ◦ Globalization ◦ Postmodernity	Read Chapter 14 Class discussion
#12: Monday 03 Apr 2023	Consumers as Decision Makers • Individual Purchase Decision Process • Consumer Satisfaction	Read Chapter 9 Class discussion
#13: Monday 17 Apr 2023	Consumers as Decision Makers • Group and Family Decision	Read Chapter 10 Class discussion
#14: Monday 24 Apr 2023	Other Sides of Consumers • The Dark Side of Consumer Behavior Consumer Behavior and Marketing • Marketing and Consumer Responsibility • Marketing and Consumer Research	Read Chapter 2 Class discussion
#15: Monday 01 May 2023	Group Project Presentation	Group Project Submission & Presentation
Monday 08 May 2023 13:30-16:30	Final Examination	