



Course Outline

MK311/MK211 Consumer Behavior

Semester 2/2025 (January 5 - May 2, 2026)

Lecture Time: Thursday; 13.00-16.00 hrs.

Lecture Venue: 302

Teaching Materials Platform: Google Classroom [Class Code: cnrtia2o]
[<https://classroom.google.com/c/ODM2OTMzMTEzMzg5>]

Instructor:

Name: Ajarn Isriya Busaracamwongs

Office Hours: By appointment

Email: isriya@econ.tu.ac.th

Phone: 086-990-5544

Number of Credit: 3 Credits (3-0-6)

Prerequisite: MK201

Course Description:

The central theme of this course is a study of concepts and theories of behavioral analysis to understand consumers and their behaviors. The content includes traditional thinking, which emphasizes psychological and behavioral theory for the purchasing decision-making process, and contemporary alternative theories from sociology and anthropology, which emphasizes understanding consumers from social and cultural dimensions. The course also covers different perspectives on ethical issues, including unethical business conduct and the dark side of consumer behavior. The content also focuses on the practical applications of consumer behavior analysis in marketing.

Course Objectives:

Upon completion of this course, students should be able to:

1. Understand the processes and principles of consumer behavior and how they play an important role in marketing.

2. Analyze the psychology behind consumer behavior and the factors that influence consumers' purchasing decisions.
3. Apply consumer behavior concepts to real-world marketing problems and everyday life.

Learning Management and Evaluation

CLO	Learning Management	Evaluation
K1 - Explain fundamental concepts, theories, and processes of consumer behavior and describe how they relate to core principles of marketing.	Lectures, readings, discussions	Assignments, presentations, term project, final examination
S2 - Analyze psychological, social, and cultural factors that influence consumer decision-making using systematic and logical reasoning.	Lectures, readings, discussions	Assignments, presentations, term project, final examination
S4 - Work effectively in teams to complete course assignments, demonstrating appropriate leadership, coordination, and adaptability.	Team-based activities, assignments	Peer evaluation, discussion participation
S7 - Effectively communicate consumer insights and marketing implications through clear oral presentations and written reports.	Student presentations, feedback	Presentations, assignments, term project report evaluation
E3 - Evaluate ethical and moral considerations in consumer behavior, including issues such as manipulation and marketing malpractices.	Lectures, discussions	Assignment, presentation, class participation
C1 - Apply consumer behavior concepts to dynamic marketing contexts and demonstrate adaptability in interpreting consumer responses across different situations.	Lectures, readings, discussions	Assignments, presentations, term project, final examination

Learning Assessment Plan

CLOs	Methods of Learning Assessment	Assessment Week	Proportion of Assessment
S4, E3	Class Attendance and Participation	Week 1-15	10%
K1, S2, S7, E3, C1	Assignments	Week 2-13	30%
K1, S2, S7, C1	Group Term Project Paper and Presentation	Week 15	25%
S4	Peer Evaluation	Week 15, ongoing	5%
K1, S2, C1	Final Examination	Post-course	30%

Main Text:

Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education Limited.

Grading Criteria:

Assessment Component	Weight
Class Attendance* and Participation	10%
Assignments	30%
Group Term Project Paper and Presentation	25%
Peer Evaluation	5%
Final Examination	30%
<u>Total</u>	<u>100%</u>

Attendance Requirement:

Students must attend at least 70% of scheduled class sessions in order to qualify for the Final Examination.

Grading Scale:

A = 4.0 (85-100)	B+ = 3.5 (75-84)	B = 3.0 (70-74)	C + = 2.5 (65-69)
C = 2.0 (60-64)	D+ = 1.5 (50-59)	D = 1.0 (40-49)	F = 0 (0-39)

Group Term Project Paper and Presentation

Each group is to select a local brand of interest.

Tasks:

- Conduct thorough research and study of the chosen business and its consumers to obtain meaningful insights, covering topics from Part I to Part III of the course.
- Analyze the consumer behavior of the brand's target market and the company's relevant marketing strategies.
- Base the analysis and arguments on the principles learned in class.
- Describe in detail what works and what fails, how, and why.
- Make recommendations on what the business could change or improve to better resonate with customers and enhance its impact on consumer purchasing decisions.

Progress Presentation:

Each team will present their Term Project progress in Class 7, with a special focus on Part I of the course (Internal Influences on Consumer Behavior).

Final Deliverables (due in Class 15):

1. Term paper (maximum 20 pages, excluding cover page, references, and appendices). Submit both a hard copy and an electronic copy.
2. Group project presentation (maximum 20 minutes; all members must speak).

Further details will be provided in class.

Tentative Class Schedule:

Session Date & Time	Topics	Activities
# 1 08-Jan-26	Course Orientation and Introduction to Consumer Behavior	Read Chapter 1 Class discussion
# 2 15-Jan-26	PART I: Internal Influences on Consumer Behavior • Perception	Read Chapter 3 Class discussion Assignment (3%)
# 3 22-Jan-26	• Learning and Memory	Read Chapter 4 Class discussion Assignment (3%)
# 4 29-Jan-26	• Motivation	Read Chapter 5 Class discussion Assignment (3%)
# 5 05-Feb-26	• The Self	Read Chapter 6 Class exercises Assignment (3%)
# 6 12-Feb-26	• Personality	Read Chapter 7 Class exercises Assignment (3%)
# 7 19-Feb-26	Term Project Progress Presentations and Project Consultation	Group presentations Consultation
No Class during Midterm Week (22–28 Feb 2026)		
# 8 05-Mar-26	PART II: Understanding Consumer Decisions • Attitudes	Read Chapter 8 Class discussion Assignment (3%)
# 9 12-Mar-26	• Decision Making	Read Chapter 9 Class discussion
# 10 19-Mar-26	• Situational Factors	Read Chapter 10 Class discussion

Session Date & Time	Topics	Activities
# 11 26-Mar-26	Group Presentations on Consumer Purchasing Decisions	Group presentations (6%)
# 12 02-Apr-26	PART III: Social and Cultural Influences on Consumer Behavior Social Influences	Read Chapter 11 Class discussion Assignment (3%)
# 13 09-Apr-26	Income and Social Class	Read Chapter 12 Class discussion Assignment (3%)
No Class during Songkran Week (13 – 18 April 2026)		
# 14 23-Apr-26	Culture and Subcultures	Read Chapters 13-14 Class discussion
# 15 30-Apr-26	Term Project Presentations	Group presentations Term paper submission (30%)
Saturday 16-May-26 13.30-16.30	Final Examination	

Note: The schedule may be adjusted at the discretion of the course instructor.