

Course Syllabus
MK 211/MK311 Consumer Behavior
Semester 2/2024

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.

Lecture Time: Thursday, 13.00-16.00 hours

Lecture Venue: Room 302

Teaching Materials Platform: Google Classroom
[\[https://classroom.google.com/c/NzMzODAzMDM2MzQ3\]](https://classroom.google.com/c/NzMzODAzMDM2MzQ3)

Instructor:

Name: Ajarn Isriya Busaracamwongs

Office Hours: By appointment

Email: isriya@econ.tu.ac.th

Prerequisite: MK 201

Course Objectives:

1. To understand the process and principles of consumer behavior and how they play an important part in marketing.
2. To be able to analyze the psychology behind consumer behavior and its relevant influences on the consumer's purchasing decision.
3. To be able to apply consumer behavior concepts to real-world marketing problems and to everyday life.

Main Texts:

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

Grading:

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

Teaching Philosophy:

Efficient learning is not a one-way, passive process. Contributions from all students can make a difference and can create a positive learning environment that everyone in the class can mutually benefit from.

In order to enhance our joint learning experiences, students are expected to actively participate in class discussions and share their insights and viewpoints on the lectured topics.

As consumer behavior is a dynamic subject, students are also encouraged to do their own self-study and consumer observation outside of class. Assignments and the term project will help students develop the necessary analytical skills and deepen their understanding of consumer behavior and its implications.

Assignments and Term Project:

1. Assignments

- Assignments will be announced in class.
- There will be both individual and group assignments.
- For individual written assignments, please submit in 'PDF' format via Google Classroom and name the file as 'Student ID-Class [X] Assignment.'

2. Group Term Project

- Each group is to select a local brand of the group's interest.
- Analyze consumer behavior of its target market and the company's relevant marketing strategy. Describe in detail what works, how and why. Make recommendations about what the business could change/improve to better create an impact on its consumers.
- A thorough research and study of the chosen business and its consumers should be conducted to get meaningful insights.
- The analysis and arguments must be based on the principles learned in class.
- Each group will need to produce:
 - 1) a term paper of no more than 20 pages in length and
 - 2) a 20-minute team presentation. (All members must take part.)

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: 23/01	• Introduction to the Course and Review of Course Syllabus • Introduction to Consumer Behavior	Read chapter 1 Class discussion Class handout
#2: 30/01	Internal Influences on Consumer Behavior • Perception	Read chapter 3 Class discussion Class handout Assignment (3%)
#3: 06/02	Internal Influences on Consumer Behavior • Learning and Memory	Read chapter 4 Class discussion Class handout Assignment (3%)
#4: 13/02	Internal Influences on Consumer Behavior • Motivation	Read chapter 5 Class discussion Class handout Assignment (3%)
#5: 20/02	Internal Influences on Consumer Behavior • The Self	Read chapter 6 Class discussion Class handout Assignment (3%)
#6: 27/02	Internal Influences on Consumer Behavior • Personality	Read chapter 7 Class discussion Class handout Assignment (3%)
#7: 06/03	Group Presentations on the Term Project Progress and Project Consultation	Group presentations Project consultation
	No Class During Midterm Week	

Session Date & Time	Topics	Activities/ Text & Materials/Media
#8: 20/03	Understanding How Consumers Choose Products Attitudes	Read chapter 8 Class discussion Class handout Assignment (3%)
#9: 27/03	Understanding How Consumers Choose Products Decision Making	Read chapter 9 Class discussion Class handout
#10: 03/04	Understanding How Consumers Choose Products Situational Factors	Read chapter 10 Class discussion Class handout
#11: 10/04	Group Presentations on Consumer's Purchasing Decision	Group presentations (6%)
#12: 17/04	How Social and Cultural Settings Impact Consumers Social Influences	Read chapter 11 Class discussion Class handout Assignment (3%)
#13: 24/04	How Social and Cultural Settings Impact Consumers Income and Social Class	Read chapter 12 Class discussion Class handout Assignment (3%)
#14: 01/05	How Social and Cultural Settings Impact Consumers Culture and Subcultures	Read chapter 13 & 14 Class discussion Class handout
#15: 08/05	Group Project Presentations	Group project submission & presentations (30%)
30/05 13.30-16.30 hrs.	Final Examination	

Note: The schedule is subject to change at the discretion of the course instructor.