

Course Syllabus  
MK 311 Consumer Behavior  
Semester 2/2023

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**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.

**Lecture Time:** Thursday, 13.00-16.00 hours

**Lecture Venue:** Room 303

Teaching Materials Platform: Google Classroom  
[<https://classroom.google.com/c/NjUwNzYzMzM4NTMw>]

**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	<hr/> 100% <hr/>

### 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-Assignment Topic.'

#### 2. Group Term Project

- Each group is to select a local brand/business of the group's interest.
- Critically 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.

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: 11/01	<ul style="list-style-type: none"> <li>• Introduction to the Course and Review of Course Syllabus</li> <li>• Introduction to Consumer Behavior</li> </ul>	Read chapter 1 Class discussion Class handout
#2: 18/01	Internal Influences on Consumer Behavior <ul style="list-style-type: none"> <li>• Perception</li> </ul>	Read chapter 3 Class discussion Class handout
#3: 25/01	Internal Influences on Consumer Behavior <ul style="list-style-type: none"> <li>• Learning and Memory</li> </ul>	Read chapter 4 Class discussion Class handout
#4: 01/02	Internal Influences on Consumer Behavior <ul style="list-style-type: none"> <li>• Motivation</li> </ul>	Read chapter 5 Class discussion Class handout
#5: 08/02	Internal Influences on Consumer Behavior <ul style="list-style-type: none"> <li>• The Self</li> </ul>	Read chapter 6 Class discussion Class handout
#6: 15/02	Internal Influences on Consumer Behavior <ul style="list-style-type: none"> <li>• Personality</li> </ul>	Read chapter 7 Class discussion Class handout
#7: 22/02	Group Presentations on the Term Project Progress and Project Consultation	Group presentations Project consultation

Session Date & Time	Topics	Activities/ Text & Materials/Media
#8: 07/03	Understanding How Consumers Choose Products <ul style="list-style-type: none"> <li>• Attitudes</li> </ul>	Read chapter 8 Class discussion Class handout
#9: 14/03	Understanding How Consumers Choose Products <ul style="list-style-type: none"> <li>• Decision Making</li> </ul>	Read chapter 9 Class discussion Class handout
#10: 21/03	Understanding How Consumers Choose Products <ul style="list-style-type: none"> <li>• Situational Factors That Affect Buying Behavior</li> </ul>	Read chapter 10 Class discussion Class handout
#11: 28/03	Group Presentations on Consumer's Purchasing Decision	Group presentations
#12: 04/04	How Social and Cultural Settings Impact Consumers <ul style="list-style-type: none"> <li>• Social Influences</li> </ul>	Read chapter 11 Class discussion Class handout
#13: 18/04	How Social and Cultural Settings Impact Consumers <ul style="list-style-type: none"> <li>• Income and Social Class</li> </ul>	Read chapter 12 Class discussion Class handout
#14: 25/04	How Social and Cultural Settings Impact Consumers <ul style="list-style-type: none"> <li>• Culture and Subcultures</li> </ul>	Read chapter 13 & 14 Class discussion Class handout

Session Date & Time	Topics	Activities/ Text & Materials/Media
#15: 02/05	Group Project Presentations	Group project submission & presentations
20/05	Final Examination	

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