A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

   Course examines the principles of the behavioral sciences of psychology, sociology and anthropology and how these sciences are used in creating marketing communications plans aimed at consumer or professional buyers. Specific topics include perception processes, lifestyle analysis, personality psychographics, motivation analysis and influence of groups on buying behaviors. Prerequisites: None

B. Course Effective Dates: 6/3/02 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. define how gender plays on buying behavior
   2. define the role psychographics plays on buying behavior
   3. discuss consumer behavior
   4. discuss how children make buying decisions
   5. discuss how message construction can affect consumer buying
   6. discuss how personality affects consumer behavior
   7. discuss how race affects the buying decision
   8. discuss how religion affects the buying decision
   9. discuss how social issues affect consumer behavior
   10. discuss how technology affects consumers' buying behaviors
   11. discuss how the sensory systems aid consumer buying behavior
   12. discuss how values affect consumer behavior
   13. discuss the complexities of selling to a large organization
14. discuss the motivation process and its affects on consumer buying behavior
15. discuss the role of memory in learning and buying behavior
16. explain addictive consumption theories
17. explain consumer impact on market strategy
18. explain culture production systems
19. explain difference in global buying behavior
20. explain how a marketing source can affect consumer buying
21. explain how attitudes can predict behavior
22. explain how behavioral learning theories affect consumer buying behavior
23. explain how consumer, commercial and government buying behavior varies
24. explain how culture affects the buying decision
25. explain how ethics affect the buying decisions
26. explain how family buying decisions are different than individual family member buying decisions
27. explain how individual decision making affects consumer behavior
28. explain how opinion leaders affect consumer buying
29. explain how organizations influence consumer behavior
30. explain how reference groups influence consumer behavior
31. explain how self-concept affects consumer behavior
32. explain how trend forecasting can affect consumer behavior
33. explain product disposal
34. explain purchase situations
35. explain the barriers to reception of marketing messages
36. explain the difference between wants and needs
37. explain the diffusion of innovations
38. explain the ethics behind marketing and consumer behavior
39. explain the various levels of buying involvement
40. identify age segments and their buying decision
41. identify how marketing affects consumer buying
42. identify how people use information to buy products
43. identify motivational conflicts
44. identify perspectives on consumer research
45. identify post-purchase evaluation objectives
46. identify rituals and myths affecting buying behavior
47. identify the levels of commitment to attitudes for consumer buying
48. learn how your background affects your buying behavior

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
As noted on course syllabus

G. Special Information
   None noted