

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MKT260

Department: Business Administration

Course Title: Consumer Behavior

Semester: Spring Year: 2019

Objectives/Competencies

Course Objective	Competencies
<ol style="list-style-type: none">1. Understand why people buy as the foundation for developing strategies for marketing's four P's: Product, Price, Place, and Promotion.2. Develop analytical and critical thinking skills with regards to behavioral considerations affecting consumer purchases decisions.	<ol style="list-style-type: none">1. Demonstrate how the four P's interact with each other.2. Analyze ethical issues in reference to specific consumer behavior and marketing strategy issues. <ol style="list-style-type: none">1. Explain the impact environmental forces such as situational factors, personal influences, group influences, families and households, consumer micro-cultures, social class and cultures affect consumer decision-making.2. Describe the various psychological and demographic factors influencing consumer behavior.