

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MRKT 410 Department: Business Administration

Course Title: Consumer Behavior Semester: Spring Year: 2011

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. To be able to integrate data on the Internet concerning consumer behavior issues.2. To synthesize ethical issues in reference to specific consumer behavior and marketing strategy issues.3. To know how the four P's interact with each other.1. To appraise how 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. To proceed from individual influences to environmental influences analyzing the various psychological and demographic factors influencing consumer behavior.