Subject: MRKT 171 – Consumer Behavior

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Catalog Course Description:
Consumer Behavior is a course about the processes involved when people select, purchase, use, and dispose of goods, services, ideas and experiences. This course examines the strategic implications of the internal, external and decision-making factors that impact consumer purchasing patterns with emphasis on managerial applications.

Student Learning Outcomes:
The overall goal of this course is to provide students with a thorough understanding of the internal and external factors that influence consumer behavior, and to develop an appreciation of the importance of consumer behavior in marketing and in today’s business world. Therefore, your major objectives for this course are as follows:

1. To learn about the consumer decision-making process and its implications for marketers.
2. To understand the major psychological influences on consumer behavior and their practical significance.
3. To discern how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
4. To comprehend the role of cultural norms and values in consumer behavior.
5. To gain a better understanding of consumer and marketer ethics and ethical issues surrounding consumer behavior.
6. To integrate and apply the concepts learned in the course through experiential activities and assignments.

By logging into Canvas you affirm that you are the student who enrolled in the course(s) and are the person who will complete the assigned work. Furthermore, you agree to follow the regulations regarding academic integrity, personal identification and the use of student information as described in BP 5500 (Standards of Conduct) and AP 5520 (Student Conduct Procedures) which are the Rio Hondo College student conduct codes that govern student rights and responsibilities. You acknowledge that failure to abide by the regulations set forth in BP 5500 and AP 5520 may result in disciplinary action, including expulsion from the college.

This is NOT a self-paced course. There are firm deadlines in this class. There are assignments due on a regular basis. Please plan your time carefully!

Textbook: Please consult the Bookstore for information at (562) 463-7345 or go to Rio Hondo College Online Bookstore

This course will include regular instructor student contact. Methods of regular instructor student contact include:

There will be regular announcements through Canvas, as well as emails in response to assignments.
The instructor may drop you for non-participation.

There will be a one to three business day delay after an add code is used before a student may be able to log on to Canvas.

For students new to online classes, it is highly recommended that you take the Online Orientation through our Online Education website. This will help explain what online classes are like and familiarize you with how the class is laid out. The orientation can be found at: http://www.riohondo.edu/canvas-orientation/

Email Responses: Instructors will make every attempt to respond to students in a timely fashion. Responses can take up to 48 hours before a response is received, excluding weekends and holidays.

Disability: A Student with a verified disability may be entitled to appropriate academic accommodations. Please contact your instructor and/or the Disabled Students & Programs office at 562-908-3420 for more information.

Modifications and Disclaimer: The instructor reserves the right to modify the content of the course or any course procedure. It is the responsibility of the student to keep apprised of all changes. If the student wishes to drop the class he/she is responsible for initiating the drop. Do not take it for granted that you will be dropped. If you stop working and do not drop the course, you may get an undesirable grade.