A. Course Description

Credits: 4

Prerequisites: MKTG 300 Marketing Principles

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course is designed to give both marketing management and marketing communications students an opportunity to study principles of the behavioral sciences of psychology, sociology and anthropology, and how they are used in creating marketing and communications plans aimed at consumer or professional buyers. Specific topics include perception processes, lifestyle analysis, personality, psychographics, motivational analysis and the influence of groups on their members' buying behaviors.

B. Course Effective Dates: 08/21/2004 - 05/05/2015 05/06/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Comprehend the consumer research process, including the differences between primary and secondary research, and qualitative and quantitative research.
2. Conduct secondary research in writing case analysis.
3. Apply the principles of perception, learning, motivation theories, segmentation, positioning, psychological and sociocultural factors, and reference groups to case analysis and in-class exercises/online discussions.
4. Analyze the key drivers of persuasion and attitude formation and how they influence consumer behavior.
5. Explain why personality and self-image are important concepts and how they are used in marketing and advertising.
6. Demonstrate an understanding of the importance of broadcast and social media through the in-class exercises/online discussions and creation of a LinkedIn account.
7. Identify the stages of the consumer decision making process and diffusion of innovation
8. Discuss ethics and their consequences in consumer behavior
9. Examine cultural, subcultural and cross-cultural influences on buyer behavior

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: Goal I: Communication - Part I Writing, plus 30 credits must be satisfied.