

**Course Description**

**Consumer Behavior**

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| **Faculty of Business Administration** | | | **Department of Marketing and E-commerce** | |
| Course | **Consumer Behavior** | | Prerequisite: | Principles of Marketing  CBFC106 |
| Credit Hours:3 | Theoretical:3 | Practical:0 | Course Code: | CBMC202 |

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| **Description** | |
| Being a relatively modern field of science that received much attention from researchers in the field due to the significant role it plays in marketing decisions, the course aims at introducing the key concepts associated with consumer behavior in general. It focuses on the analytical aspects through the presentation of the most influential theories and methodologies that explain consumer behavior and their purchase behavior in particular. | |
| **Content** | |
| |  |  | | --- | --- | | **Week Topic** | | | 1 | Importance of Studying Consumer Behavior | | 2 | The Status of Consumer in Modern Marketing | | 3 | Stages of Making Purchase Decisions | | 4 | Factors Affecting Buyers’ Decision Making | | 5 | Demographic Factors Affecting Purchase Decisions | | **6** | **First Test** | | 7 | Social Factors and Income | | 8 | Reference Groups and their Effects on Consumer Behavior | | 9 | Adopting New Products | | 10 | The Effect of Psychological Factors on Consumer Behavior | | 11 | Purchas Motives | | **12** | **Second Test** | | 13 | Perception | | 14 | Attention | | 15 | Physical Marketing | | **16** | **Final Exam** | | |
| **References** |
| 1. Text books:   د/ طلعت اسعد عبد الحميد ، د/ ياسر الخطيب ،د/ طارق خزندار –سلوك المستهلك  محمد إبراهيم عبيدات سلوك المستهلك الطبعة الرابعة (عمان ، درا وائل للنشر 2004)   1. Additional recommended references:   Hoyer W.D., MacInnis D.J.,PietersR., “Consumer Behavior”, Publisher: Cengage Learning, 6th Edition, 2013  3.Electronic and research websites: Journal of marketing |