

# Washtenaw Community College Comprehensive Report

## BMG 212 Consumer Buying Behavior Effective Term: Fall 2024

### Course Cover

**College:** Business and Computer Technologies

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 212

**Org Number:** 13210

**Full Course Title:** Consumer Buying Behavior

**Transcript Title:** Consumer Buying Behavior

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** New Course

#### **Change Information:**

**Rationale:** Course to be required in the Marketing Essential Certificate program to students interested obtaining the advanced credential.

**Proposed Start Semester:** Fall 2024

**Course Description:** In this course, students will use the marketing approach to develop business strategies informed by trends in consumer buying behavior. Emerging technologies and marketing trends in client marketing planning will be explored. Students will apply both internal psychological factors and external influencing factors that enhance the buying decisions in order to recognize consumer purchasing choices. Students will also explore the various and changing social values that impact consumer choices.

### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

No Level Required

### Requisites

### General Education

## **Request Course Transfer**

### **Proposed For:**

## **Student Learning Outcomes**

1. Identify sociological factors that influence consumer buying behavior.

### **Assessment 1**

Assessment Tool: Outcome-related departmental exam questions

Assessment Date: Fall 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 75% of students will score 70% or higher

Who will score and analyze the data: Lead instructor

2. Identify internal psychological factors that influence consumer buying behavior.

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3. Recognize the various stages of the consumer buying process, including problem identification, the decision to make a purchase, and the post-purchase evaluation.

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## **Course Objectives**

1. Identify the sociological factors in a marketing plan and identify how demographics can affect consumer expectations and behavior.
2. Recognize purchasing rationale and decision process factors, consumer decision satisfaction, and post purchase customer commitment behavior(s).
3. Select social stratification attributes in consumer expectations and identify brand markets in relation to individual demographic factors.
4. Identify consumer buying decision options and purchasing process in relation to alternatives presented.
5. Recognize consumer decision information as an alternative to problem solving and process alternatives.
6. Recognize the importance of the consumer decision information process as it applies to developing a marketing strategy.
7. Recognize influencing attitudes that promote consumer buying and affect buying decisions.
8. Recognize personality and emotion in consumer buying decisions.
9. Explain product positioning and consumer buying memory factors.

10. Identify motivation indicators with buyer influence and consumer buying factors that affect learning.
11. Apply perception factors and learning factors in the buying decision.
12. Recognize consumer social values and cross-culture variations in consumers buying behavior and in cross-cultural brand expectations.
13. Recognize household buying values, as well as group and individual influences on buying decisions.
14. Evaluate changing consumer social values and buying influence channels in relation to demographics.

## New Resources for Course

### Course Textbooks/Resources

#### Textbooks

Mothersbaugh, Kleiser, Hawkins. *Consumer Behavior*, 15 E. ed. McGraw-Hill, 2024, ISBN: 9781266131615.

#### Manuals

#### Periodicals

#### Software

### Equipment/Facilities

Level I classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Donna Rochester</i>	<i>Faculty Preparer</i>	<i>Jul 28, 2022</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Oct 27, 2023</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Nov 09, 2023</i>
<b>Curriculum Committee Chair:</b> <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Jan 15, 2024</i>
<b>Assessment Committee Chair:</b> <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Jan 16, 2024</i>
<b>Vice President for Instruction:</b> <i>Brandon Tucker</i>	<i>Approve</i>	<i>Jan 18, 2024</i>