

## MRKT 337-501 Summer Session I

# *Consumer Behavior*



### **COURSE OBJECTIVES:**

- To introduce students to the concepts & theories that comprise consumer behavior
- To learn how consumers seek value in an effort to address real needs
- To understand the relationship between understanding consumer behavior and how organizations create value for consumers
- To develop students' understanding of the role of consumer behavior in an overall business model

### **GRADING:**

Homework Assignments : 30%

Weekly Quizzes: 30%

Discussion Forums 40%

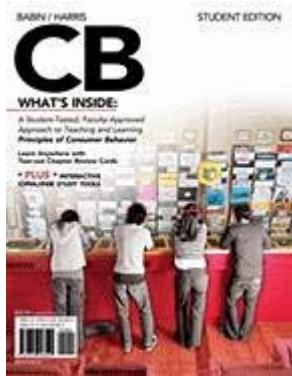
**QUIZZES:** Each week, there will be an online quiz pertaining to the material in the chapter being covered that week. The quizzes will include 10 true/false and 15 multiple choice questions. You will have 45 minutes to complete each quiz.

**HOMEWORK ASSIGNMENTS:** Homework assignments correlate with the chapters in the textbook. The assignments help to assess your knowledge of the key concepts learned in the chapter and also allow you to apply these concepts to business applications.

**DISCUSSION FORUMS:** During the course, questions will be posted for class discussion online. You are required to post at least one answer to the question. In

addition, you have the opportunity to participate in the discussion by responding to answers posted by other class members. Your grade for this part of the course is based on the quantity and quality of your participation in these discussion forums.

## TEXTBOOK:



CB, 1st Edition  
By Babin/Harris  
South-Western, Cengage Learning  
ISBN: 13: 978-0-324-59011-1  
ISBN: 13: 978-0-324-37974-7

**Information Regarding Textbook:** Apparently, there are 2 editions of the student's copy of this book. One includes only the textbook; the other one has additional supplements (study tools) that are not required to complete this course. Considering that this is the first edition of this textbook, some of the textbook distributors may not be carrying both. Therefore, if you are having problems finding the book under the first ISBN number listed above, try searching for it using the second ISBN number. That's why I included both there.

## INSTRUCTOR:

Denise Ammirato, MBA  
Westfield State College  
Department of Economics & Management  
[dammirato@wsc.ma.edu](mailto:dammirato@wsc.ma.edu)

(413) 572-5590