

Course Title	<b>CONSUMER BEHAVIOUR</b>
Course Code	<b>MGT 222</b>
Course Purpose and Objectives	The purpose of this course is to examine the consumer purchasing process by outlining the importance of motivation and the influence of reference groups on consumer behaviour. Through the course students will examine consumers as individuals and understand their buying decisions. They will also consider consumer groups and their influence on Consumer behaviour. This course investigates the importance of motivation in Consumer behaviour and students will understand the consumer decision making process.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Explain how consumers influence the field of marketing and how marketers influence the lives of customers.</li> <li>2. Identify the role of cultures and social classes in influencing the consumer buying process</li> <li>3. Apply different tools and techniques available for predicting and changing effectively consumer behaviour.</li> <li>4. Explain both external and internal factors which are associated with the consumer's decision-making process.</li> <li>5. Identify the processes which are involved when individuals or groups select, purchase, use and dispose products and services to satisfy their needs and desires.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Introduction to consumer behaviour</li> <li>• Consumers as individuals</li> <li>• Understanding human behaviour</li> <li>• Consumers, cultures and subcultures</li> <li>• Consumers as decision makers</li> <li>• How marketers use consumer behaviour</li> </ul>