



Course Information

Course Number: MKTG 322
Course Title: Consumer Behavior

Instructor Details

Instructor: Dr. Ximena Garcia-Rada
Office: WCBA 220N

Course Description

Applying behavioral science to understand and predict consumer behavior, manage experiment design and execution, and solve real-world marketing problems in both B2B and B2C environments.

Course Prerequisites

MKTG 321.

Course Learning Outcomes

- 1) **Comprehension:** The ability to explain each course concept in lay terms.
- 2) **Identification:** The ability to identify why past consumer behavior occurred.
- 3) **Prediction:** The ability to predict future consumer behavior.
- 4) **Integration:** The ability to hypothesize how course concepts operate in relation to each other.
- 5) **Experimentation:** The ability to test hypotheses using experiments.
- 6) **Application:** The ability to use course concepts to solve real-world marketing problems.

Topics

MODULE I – Foundational Principles

1. Introduction to consumer behavior
2. Developing consumer behavior
3. Exposure, attention, and perception
4. Sensory marketing
5. Attitudes and persuasion
6. Social influence
7. Consumer decision-making

MODULE II – Consumer Well-Being

1. Introduction to consumer behavior
2. Consumption and psychological well-being
3. Consumer health and physical well-being
4. Financial decision-making and well-being
5. Nudges and ethics

MODULE III – Experimentation

1. Experimental design
2. Experiment execution
3. Data analysis