



NORTHERN ARIZONA UNIVERSITY

UCC/UGC/ECCC Proposal for New Course

1. Effective **BEGINNING** of what term and year?: Fall 2013
See effective dates calendar.
2. College: NAU-Yuma Branch
Campus
3. Academic Unit: Business and Administration
4. Course subject and number: BBA 317
5. Units: 3
6. Long course title: Consumer Behavior
(max 100 characters including spaces)
7. Short course title: Cons. Behvr
(max. 30 characters including spaces)
8. Catalog course description *(max. 60 words, excluding requisites):*

Understanding the consumer decision making process including individual consumer differences and external influences that affect consumer behavior and marketing activities. Practical application of behavioral concepts as they relate to buying situations and marketing strategies.

9. Grading option: Letter grade Pass/Fail Both
10. Co-convened with: _____ 10a. UGC approval date*: _____
(For example: ESE 450 and ESE 550)
- *Must be approved by UGC before UCC submission, and both course syllabi must be presented
11. Cross-listed with: _____

(For example: ES 450 and DIS 450)

Please submit a single cross-listed syllabus that will be used for all cross-listed courses.

12. May course be repeated for additional units? Yes No
- 12a. If yes, maximum units allowed? _____
- 12b. If yes, may course be repeated for additional units in the same term? Yes No

13. Prerequisites:

BBA 305W and BBA 310

14. Co requisites:

15. Is this course in any plan (major, minor or certificate) or sub plan (emphasis or concentration)?

Yes No

If yes, describe the impact and attach written responses from the affected academic units prior to college curricular submission.

16. Is there a related plan or sub plan proposal being submitted? Yes No
If no, explain.

New BBA Marketing Emphasis attached.

17. Does this course include combined lecture and lab components? Yes No
If yes, note the units specific to each component in the course description above.

18. Does this course duplicate content of existing courses? Yes No
If yes, list the courses with duplicate material. If the duplication is greater than 20%, explain why NAU should establish this course.

19. Names of the current faculty qualified to teach this course: Paige Miller Leister

20. Justification for new course.

This course is being created to support the new BBA Emphasis in Marketing plan.

Answer 21-22 for UCC/YCC only:

21. Is this course being proposed for Liberal Studies designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the Liberal Studies Committee.

22. Is this course being proposed for Diversity designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the Diversity Committee

Elizabeth P Morrison

9.20.12

Reviewed by Curriculum Process Associate

Date

Approvals:

Alex Steinhilber

10-11-12

Department Chair/ Unit Head (if appropriate)

Date

Charles Balch Charles Balch

10-11-12

Chair of college curriculum committee YCC

Date

[Signature]

10-16-12

Dean of college

Date

For Committee use only:

Charles Balch

Charles Balch

10-11-12

UCG/UGC/YCC Approval

Date

ECCL

Approved as submitted: Yes No

Approved as modified: Yes No

Please attach proposed Syllabus in approved university format.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
NORTHERN ARIZONA UNIVERSITY DISTANCE LEARNING PROGRAM
BBA 317, CONSUMER BEHAVIOR

- I. **Catalog Description:** This course studies the consumer decision making process, individual consumer differences and external influences that affect consumer behavior and marketing activities. It is designed to teach students about behavioral concepts as they relate to buying situations and marketing strategies.
- II. **Alignment with NAU Distance Learning Program and BBA degree objectives:** Content of this and all courses in the BBA will focus on the following:
- A. Utilization of instructional tools with local & regional content to emphasize practical applicability of course to students' future job-related knowledge and skills.
 - B. Integration with real-world business practice by close collaboration with businesses in a variety of industries, especially those represented in the local and regional economy.
 - C. Developing students' professional oral and written communication skills.
 - D. Developing students' appreciation of the globalization of business practices and the interaction of the U.S. and international economies.
- III. **Prerequisites:**
- BBA 305W and BBA 310
- Justification:** BBA 317 relies on students' communication skills and foundational marketing knowledge. The course work cannot be successfully completed without communication skills and foundational marketing knowledge.
- IV. **Course Learning Outcomes:** At the end of this course, students should be able to:
- A. Apply the concepts of consumer behavior and decision making that affect obtaining, consuming and disposing of products and services.
 - B. Describe and apply the concepts of consumer research and market segmentation.
 - C. Describe and analyze consumer personality, perception, learning, attitude and attitude formation.
 - D. Explain the influence of communication, reference groups, family, social class and culture on consumer behavior.
 - E. Describe the effects of technology and media on consumer information seeking, purchasing options and decision making.
 - F. Apply consumer behavior and consumer motivation to marketing activities and strategies.
 - G. Evaluate research about consumer behavior, analyze it and apply the results to specific marketing situations.
- V. **Course Materials:** The materials for this class may include a textbook (or custom publishing) in consumer or buyer behavior, lecture notes, and assigned readings. Access to the Internet is also required.
- VI. **Teaching Methods:** The primary teaching methods for this course include class lectures and projects or application exercises (including homework problems) and may include discussions, group activities, video presentations, case analyses, role plays and guest

speakers. Coursework may also use both international and local/regional examples/case studies to expose students to real-world situations.

VII. **Evaluation Tools:** Evaluation of student performance will be conducted by means of examinations, homework assignments, case analyses, video case analyses, participation, quizzes and projects. Examples and case analyses based on local and regional businesses will be used to expose students to real-world situations and better prepare them for local and regional business positions.

VIII. **Course Content:**

A. **Course Topics:**

Chapter 01	Consumer Behavior: Meeting Changes and Challenges
Chapter 02	The Consumer Research Process
Chapter 03	Market Segmentation and Strategic Targeting
Chapter 04	Consumer Motivation
Chapter 05	Personality and Consumer Behavior
Chapter 06	Consumer Perception
Chapter 07	Consumer Learning
Chapter 08	Consumer Attitude Formation and Change
Chapter 09	Communication and Consumer Behavior
Chapter 10	The Family and Its Social Class Standing
Chapter 11	Influence of Culture on Consumer Behavior
Chapter 12	Subcultures and Consumer Behavior
Chapter 13	Cross Cultural and Global Consumer Behavior
Chapter 14	Diffusion of Innovations
Chapter 15	Consumer Decision Making and Beyond

B. Perspectives for Business Decisions:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	1	Yes
Ethical Issues	2	Yes
Political Issues		
Social Issues	1	Yes
Legal/Regulatory Issues	1	Yes
Environmental Issues		
Technology Issues	2	Yes
Demographic Diversity	2	Yes

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

Note: The instructor's chosen teaching methods and evaluation tools will influence the amount of time devoted to each of these skills