**IOP 3105 CONSUMER BEHAVIOR**

**Duration of the Course:** The course is 3 Credit Units providing 45 Contact Hours.

**Course description**

Competitive advantage is becoming a serious issue for companies. Companies have to compete in the market place and competitive companies will be the ones to survive. Psychology comes in to help companies compete by boosting company sales. This entails understanding of causes of the behavior of people while in the market place, including an understanding of how consumers make decisions. This course is designed for post graduate level training and is an optional course. It equips students with skills of conducting marketing research, advertising, and conducting personality assessments—all these aimed at improving company sales and profits.

**Course Objectives :**

The learners will gain knowledge and skills in Consumer psychology and be able to deal with the behavior of people in the market place, be able to conduct marketing research and influence company sales through techniques including advertising. By the end of this course, students will be able to:

1. Demonstrate an understanding of the advanced theoretical frameworks and epistemology underpinning consumer psychology;

2. Demonstrate a basic knowledge of different topics of consumer psychology;

3. Demonstrate basic skills of consumer psychology including research, advertising, and psychological assessment skills

**Course content:**

Definition of consumer psychology, Consumer research, Marketing research, Advertising effectiveness, Consumer Needs, Consumer Motivation, Consumer personality, Consumer learning, Perception and consumer behavior, Attitudes and attitude change, The communication process, Segmentations and its procedures and advantages, Socio-cultural factors and consumer behavior, Reference Groups, and The decision making processes.

**Teaching/delivery method:**

In teaching the course, the following methods will be used

Lectures, Independent study, and assignments and coursework and literature search, seminars and workshops and group work and presentations

**Learning outcomes:**

**Knowledge and understanding.** There will be appreciation of the current terminology as used in consumer psychology and students should be able to explain the causes of consumer behavior. The causes are at the individual, group and cultural levels.

**Professional skills** will be imparted including the ability to assess the behavior of consumers. This will include the appreciation of psychosocial instruments, their development, evaluation and use. Marketing skills will be imparted.

**Regarding transferable skills:** The students will attain skills psychometric skills, research skills and marketing skills

**Assessment methods:**

The course will be assessed using coursework/assignments. For example students will be a given a take home questions which they read about and write an essay and hand in after a few weeks. Tests will also be used to assess students learning. The Course work will take 30% and the exam will take 70%

**Learning resources:**

The students will have access to text books, off line and online journals, Internet and departmental manuscripts to aid their learning

**Indicative reading**

1. [Schiffman](http://www.amazon.com/exec/obidos/search-handle-url?%5Fencoding=UTF8&search-type=ss&index=books&field-author=Leon%20Schiffman), L &  [Kanuk](http://www.amazon.com/exec/obidos/search-handle-url?%5Fencoding=UTF8&search-type=ss&index=books&field-author=Leslie%20Kanuk) L. (2006). Consumer Behavior (9th Edition) Hardcover) Publisher: Prentice Hall.
2. [Kotler](http://www.amazon.com/Philip-Kotler/e/B000APK24E) P & [Armstrong](http://www.amazon.com/exec/obidos/search-handle-url?%5Fencoding=UTF8&search-type=ss&index=books&field-author=Gary%20Armstrong) G.(2005). Principles of Marketing 11th edition Prentice Hall
3. Feist, J., & Feist, G. J. (2009). Theories of personality (7th ed.). New York: McGraw-Hill.
4. [Jeremy Miles](http://www.jeremymiles.co.uk)( 2001). [Research Methods and Statistics in Psychology:](http://www.researchmethodsinpsychology.com/wiki/index.php?title=Research_Methods_and_Statistics_in_Psychology:_Success_in_Your_Psychology_Degree&action=edit)  Amazon Books
5. [Kenneth Bailey](http://www.amazon.com/exec/obidos/search-handle-url?%5Fencoding=UTF8&search-type=ss&index=books&field-author=Kenneth%20Bailey) (1994). Methods of Social Research, 4th Edition**:** Free Press;