<table>
<thead>
<tr>
<th>MBA SEMINAR NUMBER, NAME QUARTER TIME, DATES LOCATION</th>
<th>MBA 666A Consumer Behavior Fall 2015 Thursdays, 6:30 – 9:30 p.m. 10/8/15 – 12/10/15 Classroom: Refer to BenULive</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE PREREQUISITES</td>
<td>Prerequisite: MBA 661</td>
</tr>
</tbody>
</table>
| INSTRUCTOR CONTACT INFO                              | John Potocki  
847-668-4825  
GBA Office Phone: 630-829-6205; Fax: 630-829-6034  
E-mail: johnjpotocki@gmail.com  
Office Hours by Appointment |
| COURSE OBJECTIVES                                    | 1. Define consumer behavior and understand the central role consumer behavior plays in the marketing management process.  
2. Understand the impact of the environment (culture, values, and roles) on the consumer and their influence on consumer behavior.  
4. Explain the effect of cognition (knowledge structures, memory, information processing, perception, motivation and personality) on consumers and their consumption behaviors and apply these theories in case studies.  
5. Explain the various stages of the consumer decision model.  
6. Understand how consumer behavior theory can help in the development of a marketing strategy.  
7. Utilize various types of qualitative research including content analysis, observation research and trend analysis for trend analysis... |
| CLASS OVERVIEW AND GRADING                          | This class will be heavily focused on class discussions, case studies and individual consumer related projects. The text will be used as a reference for discussions and projects, but will not be the main focus of the class work. We are all consumers and as such we all possess the basic needs and desires that drive our economy. Be prepared to discuss your views and attitudes on how you act as a consumer. We will all learn from each other in this class and your grade will be reflective of your level of participation. Grading will be presented in the class syllabus the first day of class. |
| IMPORTANT REMINDERS                                 | Please have pre-class assignments done and be ready to enter into class discussions.  
Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis. |
| PRE-CLASS ASSIGNMENT for Session #1                  | 1. Read chapter 1. Be prepared to discuss the main topics in these early chapters.  
2. Bring in 1 recent consumer ad that you find interesting and be prepared to briefly review the ads and what attracted you to this ad. |
| BRIEF NOTES FROM INSTRUCTOR                          | I believe that you will find this an interesting and exciting experience. This class is really about all of us, and how we behave in the marketplace. You can bring your real world experience to class and in-turn applies the things in class to the real world. We will both learn and have some fun. |