| **CLASS INFORMATION** | Benedictine University Graduate Business Programs  
**MBA 666 A - Consumer Behavior**  
Fall 2016  
October 6th – December 8th  
Thursdays, 6:30 – 9:30 PM  
Classroom: Refer to MyBenU |
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<td><strong>COURSE PREREQUISITE</strong></td>
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| **INSTRUCTOR INFORMATION** | John Potocki  
Email: johnpotocki@gmail.com  
Phone: 847-668-4825  
Office Hours by Appointment |
| **COURSE OBJECTIVES** | As a result of this course, you will be expected to:  
- Analyze consumer behavior  
- Analyze research data to develop marketing strategies to increase consumer sales  
- Evaluate trends in consumer marketing that impact corporate planning  
- Compare and contrast the purchase decision process in consumer and organization markets |
| **CLASS OVERVIEW & 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. |
| **REQUIRED TEXT** | Title: Consumer Behavior & Marketing Strategy  
Author: J. Paul Peter and Jerry C. Olson  
Publisher: McGraw Hill-Irwin  
Edition: 9th  
ISBN: 9780073404769 |
| **IMPORTANT REMINDERS** | Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis.  
Due to the Thanksgiving Holiday, there will be no class on Thursday, November 24th. We will be doing the normal 10 weeks of work in 9 weeks. |
| **PRE-CLASS ASSIGNMENT** | 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 Note from the 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. |