**Consumer Behavior**

**MRKT 150**

**Website: ccsfmarketing.com**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| CRN | Course | SEQ | Day | Times | Location | Units |
| 30800 | MRKT 150 | 001 | TR | 11:10 – 12:25 pm | Cloud 257 | 3.0 |

Instructor: Marilyn Goodman 415.452.5916 Email: [mgoodman@ccsf.edu](mailto:mgoodman@ccsf.edu)

|  |  |  |
| --- | --- | --- |
| Week of: | Chapter | Topic |
| January 14, 16 | 1 | Introduction  Buying, Having & Being |
| January 21, 23 | 1 | Buying, Having & Being |
| January 28, 30 | 2 | Perception |
| February 4, 6 | 2  3 | Perception  Learning & Memory |
| February 11, 13 | 3 | Learning & Memory  *Research Paper Assignment #1: Candy Bar* |
| February 18, 20 | 4 | Motivation and Values  Exam 1: Chapter 1, 2, 3 |
| February 25, 27 | 5 | The Self |
| March 3 – Flex Day  March 5 | 6 | Personality & Psychographics  *Research Paper Assignment #2: The Self* |
| March 10, 12 | 8 | Decision Making |
| March 17, 19 | 9 | Buying & Disposing  Exam 2: Chapter 4, 5, 6, 8 |
| March 24, 26 | 10 | Organizational and Household Decision Making |
| **March 31, April 2** |  | Spring Break |
| April 7, 9 | 11 | Groups and Social Media |
| April 14, 16 | 12 | Social Class & Lifestyles  Exam 3: Chapter 9, 10, 11 |
| April 21, 23 | 13 | Subcultures |
| April 28, 30 | 14 | Age Subcultures  Take home exam passed out in class |
| May 5, 7 |  | Exam 12, 13, 14 Corrections  *Research paper Assignment #3: Consumption & Culture*  *Presentations* |

All research paper assignments are available on **CCSFMarketing.com** (Consumer Behavior tab).