



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**MKT 3110 Consumer Behavior**  
**3 Semester Hours**

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**Student Learning Outcomes & Enabling Objectives**

1. Analyze the consumer decision process.
  - a. Problem recognition
    - i. Information search
    - ii. Alternative evaluation and selection
    - iii. Outlet selection and purchase
    - iv. Post-purchase processes
  - b. Use an understanding of the consumer decision process for marketing planning.
  - c. Apply consumer behavior knowledge to the organization's strategic planning associated with marketing.
  - d. Use knowledge of the internal influences on the consumer's self-concept to connect the organization's product/service with the consumer's decision process.
    - i. Perception
    - ii. Learning
    - iii. Memory
    - iv. Motives
    - v. Personality
    - vi. Emotions
    - vii. Attitudes
  - e. Use knowledge of the external influences on the consumer's self-concept to connect the organization's product/service with the consumer's decision process.
  - f. Construct a strategy that appeals to the consumer's self-concept for your organization's product/service.
    - i. Transition from lifestyle to needs and desires
    - ii. Problem solving
    - iii. Motivation
    - iv. Reinforcement
    - v. Affirmation
    - vi. Magnitude
2. Formulate a plan to incorporate marketing tactics and consumer behavior knowledge to connect with the target market.
  - a. Explain how marketing strategies are developed from consumers' changing values and demographics.

- b. Examine how all methods of market segmentation develop from studying consumer behavior and are utilized to develop marketing strategies.
- c. Create a plan to appeal to this target market as a customer.

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### **Big Ideas and Essential Questions**

#### **Big Ideas**

- Consumer Decision Process
- Target Market

#### **Essential Questions**

1. How do you use consumer behavior information strategically?
2. What is the value of understanding consumer buying behavior in relation to internal and external influences?
3. How does and understanding of the consumer behavior of your target market impact your decision-making?

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These SLOs are approved for experiential credit.

**Effective: Fall 2017**