



THE FISHER VALLEY COLLEGE, INC.
"A Christ-centered Institution"
COLLEGE OF BUSINESS ADMINISTRATION AND ACCOUNTANCY
No. 5, Manuel L. Quezon St., Hagonoy, Taguig City, 1632 Philippines
(02) 8401-6751 * www.tfvc.edu.ph * www.tfvcdbaa.weebly.com
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COURSE SYLLABUS

BM305

CONSUMER BEHAVIOR

1ST Semester, A.Y. 2021-2022

Wednesday, 1:00-4:00

Google Meet Link: <https://meet.google.com/bnp-nion-onu>

Marlon B. Raquel, JD, DBAc, LPT
Professor

COURSE DESCRIPTION: Consumer behavior is an exciting area. Every day, we are exposed to hundreds or thousands of marketing stimuli, which are designed to inform, persuade, and influence our purchase decisions. These stimuli are designed and constructed based upon the implicit theories that marketers have about how consumers behave. This course examines social science and consumer behavior research for concepts and principles that marketers can use to better understand customers and meet their needs.

LEARNING OBJECTIVES:

At the end of the semester, the student should be able to:

1. Outline a marketing plan based on the comprehension of target customer segmentation
2. Identify the marketing mix components in relation to market segmentation.
3. Explain the environmental factors, which influence consumer and organizational decision-making process.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.



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COURSE OUTLINE (based on the book Consumer Behaviour (10TH Edition) by Michael R. Solomon, Pearson Education, Inc.)

- Chapter 1: Buying, Having, Being
- Chapter 2: Perception
- Chapter 3: Learning and Memory
- Chapter 4: Motivation and Global Values
- Chapter 5: The Self
- Chapter 6: Personality and Psychographics
- Chapter 7: Attitudes and Persuasion
- Chapter 8: Decision-Making
- Chapter 9: Buying and Disposing
- Chapter 10: Personality and Psychographics
- Chapter 11: Groups and Social Media
- Chapter 12: Social Class and Lifestyles
- Chapter 13: Subcultures
- Chapter 14: Culture



LEARNING MANAGEMENT SYSTEM:

We shall use **Moodle** as Learning Management System, thus, all lectures will be posted there. Course requirements must be submitted/uploaded in your Moodle accounts as well.

In cases where Moodle is down or is not working, submissions shall be through **Google Drive and/or Google Forms**.

For lectures and class discussions, we shall use Google Meet. Download **Google Meet** and **Google Calendar** to synchronize our meeting schedules and for the Google Meet link/code. I prefer Google Meet over other video applications because:

1. Its usage is **unlimited**. We will not be disconnected after 40 minutes;
2. It is **more secure** than other video conferencing applications in the market;
3. It is **free**.
4. In terms of data usage, it **consumes less data**. This is advantageous for students who are only relying on mobile data.

Always use your **TFVC email account** for all class-related communications. I will deny your request to join Google Meet discussions if you are using any non-TFVC email account.

If you have problems with your TFVC email or Moodle account, contact the College Office **immediately** for assistance.



CLASS ETIQUETTE DURING ONLINE CLASSES:

1. Wear an appropriate attire when attending your online classes.
2. Do not attend classes while lying in your bed, i.e., in your sleeping mode.
3. I will not require you to turn on your video during class discussions. However, when your name is called, make sure to turn on your video.
4. I will check your attendance twice which are normally conducted before and after class discussions. Sometimes, I randomly check attendance on my own without specifically calling your names just to check you are still online. Every time you leave from the meeting, I am notified.
5. If you need a 'CR break', send me a private message in the chat box.
6. In compliance with RA 10173, recording of sound and video during online classes is prohibited unless I approve it. Taking of pictures/screenshots is likewise prohibited unless there is a prior consent. You will be held liable for violation of Republic Act 10173 or the Data Privacy Act which protects the fundamental human right of privacy of individuals. All class-related materials are for classroom purposes only. Refrain from posting them in your social media accounts.



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COURSE REQUIREMENTS:

<u>Requirements</u>	<u>Weight</u>	<u>Due on</u>
Midterm Exam	25%	October 20
Final Exam	25%	December 22
Marketing Plan (by Group)	25%	
Document	12.5%	November 17
Presentation	12.5%	November 24
	25.00%	
Class Standing (Recitation, Activities, & Attendance)	25%	

The format and guidelines of the Marketing Plan shall be discussed separately in class.



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REFERENCES:

Solomon, M. R. (2009). *Consumer Behavior: Buying, Having, and Being* (8th ed.). Upper Saddle River, New Jersey: Pearson Education, Inc.

Notes:

**To receive a passing mark, you need to comply all requirements.
Hard work always pays off.**

Always be courteous/polite to your professor and classmates.

This Course Syllabus is updated as of August 16, 2021 and may be updated to suit the needs of the class.



PROPER WAY OF SENDING A MESSAGE TO YOUR TEACHER

1. START WITH A GREETING
"Good morning/afternoon/evening, Ma'am/Sir."
AVOID STARTING YOUR MESSAGE WITH "HI", "HELLO", and "MUSTA?".

2. INTRODUCE YOURSELF
"I am (your name) of (section), your student in (subject)."
NOTE: YOUR TEACHER IS HANDLING MORE THAN 50 STUDENTS, HE OR SHE MIGHT NOT RECOGNIZE YOU ESPECIALLY IF YOU ARE USING A DIFFERENT NAME ON FACEBOOK.

3. STATE THE PURPOSE OF YOUR MESSAGE
"I would like to ask a question regarding..."
"I was informed by my classmate that..."

4. ASK FOR CLARIFICATIONS
"May I ask if..."
"May I confirm if you have received..."

5. END THE CONVERSATION WITH GRATITUDE
"Thank you for answering my question, Ma'am/Sir."
DO NOT JUST LEAVE YOUR TEACHER ON SEEN AFTER HE/SHE ANSWERED YOUR QUESTIONS.

BASIC EDUCATION

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