

Clackamas Community College
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Section #1 General Course Information

Department: Business & Computer Science: Business

Submitter

First Name: Dale

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Course Prefix and Number: BA - 261

Credits: 4

Contact hours

Lecture (# of hours): 44

Lec/lab (# of hours):

Lab (# of hours):

Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

Course Title: Consumer Behavior

Course Description:

Seeks to understand how and why people make consumption decisions then apply this understanding to marketing strategies. Concepts of the consumer decision-making process, personal and interpersonal factors and their impact on consumer decisions are major components.

Type of Course: Lower Division Collegiate

Is this class challengeable?

Yes

Can this course be repeated for credit in a degree?

No

Is general education certification being sought at this time?

No

Does this course map to any general education outcome(s)?

No

Is this course part of an AAS or related certificate of completion?

Yes

Name of degree(s) and/or certificate(s): Business AAS, Retail Management AAS, Marketing Certificate, Retail Management Certificate & Integrated Marketing and Promotion Pathway

Are there prerequisites to this course?

No

Are there corequisites to this course?

No

Are there any requirements or recommendations for students taken this course?

Yes

Recommendations: Pass RD-090 or placement in RD-115

Requirements: None

Are there similar courses existing in other programs or disciplines at CCC?

No

Will this class use library resources?

Yes

Have you talked with a librarian regarding that impact?

No

Is there any other potential impact on another department?

No

Does this course belong on the Related Instruction list?

No

GRADING METHOD:

A-F or Pass/No Pass

Audit: Yes

When do you plan to offer this course?

✓ **Spring**

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

No

Will this course appear in the college catalog?

Yes

Will this course appear in the schedule?

Yes

Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

1. demonstrate understanding of the consumer decision making process and its implications for marketing decisions,
2. discuss internal influences on the consumer as an individual, and describe their impact on purchase and consumption behavior;
3. discuss external influences on the consumer within a social or cultural context, and describe their impact on purchase and consumption behavior;
4. evaluate the principal theories of consumer behavior and critically assess their strengths, limitations and applications.

This course does not include assessable General Education outcomes.

Major Topic Outline:

Introduction to Consumer Behavior.
Decision Making and Consumer Behavior.
Cultural Influences on Consumer Behavior.
Consumer and Social Well-Being.
Perception.
Learning and Memory.
The Self.
Attitudes and Persuasion.
Group Influence and Situational Influences on Consumer Behavior.
Consumer Identity 1: Sex Roles and Subcultures.
Consumer Identity 2: Social Class and Lifestyles.
Networked Consumers: Word of Mouth, Social Media and Fashion.

Does the content of this class relate to job skills in any of the following areas:

1. Increased energy efficiency **No**
2. Produce renewable energy **No**
3. Prevent environmental degradation **No**

4. Clean up natural environment **No**
5. Supports green services **No**

Percent of course: 0%

Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

Identify comparable course(s) at OUS school(s)

Consumer Behavior

How does it transfer? (Check all that apply)

✓ required or support for major

✓ general elective

:

First term to be offered:

Next available term after approval

:
