

TOPICAL OUTLINE

- Definition and importance of consumer behavior
- Psychological, economic and social foundations of consumer behavior
- Models of consumer behavior
- Research designs for understanding consumer behavior
- Economic and social influences on consumer behavior
- Psychological influences on consumer behavior
- Needs, motivation and values
- Personality and the self-concept
- Consumer decision-making
- Experience, learning and knowledge
- On-line buying behavior

PRINCIPAL COURSE ASSIGNMENTS

Two Exams (50% each)

One Optional Take Home Final (adds 1% to final average)

EXAMINATION MAKE-UP POLICY

All make-ups are essay exams and are given on the same day during class, November 19th.

ATTENDANCE POLICY

No formal attendance policy

ACADEMIC HONESTY POLICY

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor or designee during regular office hours or by appointment.

CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.