

**Course name: Consumer Behavior and Analytics**

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Office hours: MW 9:30 am – 12:00 pm at Dallas 20th

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Preferred Form of Communication: **Email is the preferred method of communication in this class; emails will be sent to students' East Texas A&M accounts ONLY. Students must routinely check their email.**

Course Overview & Objectives

Each of us is an active consumer in everyday life, purchasing everything from groceries to clothing to spring break vacations and college education. However, our individual personalities and characteristics mean no two consumers are alike: we make unique choices, which makes it challenging for marketers to create coherent marketing strategies, even when target markets share similarities. In this class, we will examine how and why consumers behave as they do, and the practical marketing implications of that behavior.

Upon completing this course, you should be able to:

- Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
- Identify how those theories can be used to impact marketing strategies

TEXTBOOK&Simternship: “Consumer Behavior: A Marketer's Look Into the Consumer Mind & Consumer Behavior Simternship, Publisher: Stukent

To buy and access the ebook & Simternship, please go to pay and register by going to this link here: <https://join.stukent.com/join/9A5-FD1>

COURSE GRADING: Final grades are based on the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Chapter Quizzes 225 points

Skills Strength 160 points

Expert Sessions 20 points

Simternship 100 points

Total (505 points)

PLEASE NOTE: All work must be completed by the due date. Any late work will be graded as zero. No extensions or make-up will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.