**Psyc-290-A-course outline-Maryam F. Munir**

**Consumer Psychology**

**Mission:** The mission of Forman Christian College (A Chartered University) is to impart, create and disseminate knowledge and develop informed, ethical and responsible citizens who are prepared and committed to learn, lead and serve; persons who exemplify the FCC motto, “***By Love serve one another***”

Instructor: Khola Tahir

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**Course Information:**

Credits: 3

Class Timings: MWF 16:00 to 16:50

**Online Office Hours (** (Posted on Moodle as well)

Office Location: E348 Cabin 1

Wednesday Thursday Friday 2:00 to 3:00 PM

Video links in the course outline below are by Prof. Nancy Southerland, from East Tennessee State University form the following book

Solomon, M. R. (2013). Consumer Behaviour Buying, Having, and Being ( Tenth ed.). Phi Learning: Dehli.

**Reference book is posted on Moodle Page**

Schiffman, L.G., Kanuk, L.L., & Hansen, H.V. (2012). Consumer Behavior a European Outlook (2nd ed.) Pearson Prentice Hall: UK.

**Course Content:**

We all like watching other people. Consumer behavior studies people and how products help them shape their identities. Since I am a consumer myself, I want to know how all this works. In many courses students are just passive listeners of topics that affect them indirectly for example when studying physics not everyone is a physicist or while taking french not everyone is a French scholar or marketing professionl for that matter but here we all are CONSUMERS.

We will cover basic psychological concepts concerning consumer behavior. How decision making takes place. How buying behaviour is affected by perception, learning, memory attitude, motivation, culture, subculture, sex role of the buyer .

**Course Objectives:**

At the end of the course, students will be able to:

1. Understand the basic concepts of consumer behavior

2.  Demonstrate a familiarity with consumer decision processes

3. Attain a thorough understanding of the mental processes that guide consumer perception, learning, memory, motivation, attitude and choices.

4. Describe the influence of culture and subculture on consumer behavior

5.  Discuss the nature of household decision processes, including sex roles and the influence

of children.

6. How does media influence fashion

**Course Content**

1. **Buying having and being (Quiz)**

<https://www.youtube.com/watch?v=jZaEO1I1Ztw&list=PLAjrswY6TkLDHFVRjh6zE57ftlDC4rYAb&index=1>

1. **Perception (Quiz)**

<https://www.youtube.com/watch?v=GXwZPraG0gI&list=PLAjrswY6TkLDHFVRjh6zE57ftlDC4rYAb&index=5>

1. **Learning and Memory (Quiz)**

<https://www.youtube.com/watch?v=6UCeENC6YCI>

1. **Self (CP)**

<https://www.youtube.com/watch?v=ECW__ZHoFQs>

1. **Motivation and Global Values**
2. **Attitude and persuasion (Quiz)**

<https://www.youtube.com/watch?v=2QlZ_EM_u1I>

1. **Social Class and Lifestyles : Identity II (Quiz)**

https://www.youtube.com/watch?v=33yjj5s179g

1. **Buying and Disposing (CP)**

<https://www.youtube.com/watch?v=lNtgJkuqmjw>

1. **Consumer and social wellbeing (Quiz)**

https://www.youtube.com/watch?v=Q5FSMP7WJNU&list=PLAjrswY6TkLDHFVRjh6zE57ftlDC4rYAb&index=4

1. **Personality of the Consumer**

<https://www.youtube.com/watch?v=RT9FmDBrewA>

1. **Cultural Influences (Quiz)**

<https://www.youtube.com/watch?v=uF1kWlHwdLs&list=PLAjrswY6TkLDHFVRjh6zE57ftlDC4rYAb&index=3>

1. **Groups and Social Media**

<https://www.youtube.com/watch?v=cgLCWqlyjCM>

1. **Sex Role and subcultures: Identity I (Quiz)**

[https://www.youtube.com/watch?v=7WlCi9JIYK](https://www.youtube.com/watch?v=7WlCi9JIYK4)4

1. **Decision Making (Quiz)**

<https://www.youtube.com/watch?v=0nGPpVbHYJQ&list=PLAjrswY6TkLDHFVRjh6zE57ftlDC4rYAb&index=2>

1. **Work of Mouth social media and fashion: Networked Consumer Behaviour (CP)**

<https://www.youtube.com/watch?v=cgLCWqlyjCM>

**Course Evaluation**

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| --- | --- | --- |
| **Grading Areas** | **Points** | **% age** |
| Attendance | 10 | 05% |
| Class Participation (Watch Videos)  1. Self  2. Buying and Disposing  3. Groups and Social Media  Submit summaries of the videos provided on Moodle page on the following Monday during class timings. | 30 | 15% |
| Quiz after each chapter each having ten MCQ’s duration will be 15mins. | 9X10=90 | 45% |
| Assignment | 40 | 20% |
| Final Project | 30 | 15% |
| Total | 200 | 100% |

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| --- | --- | --- | --- |
| **Grades** | **Quality Points** | **Numerical Value** | **Interpretation** |
| A | 4.00 | 93-100 | Superior |
| A- | 3.70 | 90-92 |  |
| B+ | 3.30 | 87-89 |  |
| B | 3.00 | 83-86 | Good |
| B- | 2.70 | 8m0-82 |  |
| C+ | 2.30 | 77-79 |  |
| C | 2.00 | 73-76 | Satisfactory |
| C- | 1.70 | 70-72 |  |
| D+ | 1.30 | 67-69 |  |
| D | 1.00 | 60-66 | Passing |
| F | 0.00 | 59 or below | Failing |

**Here is an** [**Example of Assignment**](https://drive.google.com/drive/u/2/folders/1pWTHcjZpEHDk2ECdJiJSbCFc_wyISzPg)

**Course Policies**

1. Please make sure that that your Microsoft Teams account is functional
2. Attendance is mandatory, which will marked in the beginning of the lecture, so join the class ten minutes before the time to avoid last minute inconvenience
3. Keep your video on throughout the class.
4. Keep your mics muted to avoid unnecessary distraction
5. If you have a question please raise your hand.
6. Respect other people opinions and time (specific brief comments are welcome)
7. There will be a quiz for every chapter, every week.
8. All the assignments must be submitted on Moodle in time. No late submissions and No submissions by email are allowed.
9. Following the [FCCU Plagiarism Policy](https://www.fccollege.edu.pk/wp-content/uploads/2018/05/FCCU-Plagiarism-Policy.pdf), there will be ZERO tolerance towards Plagiarism.
10. No resubmission of assignment OR retake of quiz is allowed in this course. They have to be attempted on Moodle before the deadline.

**Unethical clinical Practices:**

Those students who are majoring in psychology, it is unethical to practice any clinical consultancy. As its minimum requirements are to be Mphil/MS/Advanced Clinical Diploma with completion of supervised client consultation ( internship) in clinical Psychology.