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| **Approved Date:** |  | **Philadelphia University** |
| **Issue:** | **Faculty:** Business |
| **Credit Hours:** 3 hours | **Department:** Business Administration |
| **Degree:** Bachelor | **Course Syllabus** | **Academic Year:** 2023/2024 |

**Course Information**

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| --- | --- | --- | --- | --- |
| **Prerequisite** | | **Course Title** | | **Course No.** |
| **---** | | **Online Consumer Behavior** | | **0352210** |
| **Room No.** | **Class Time** | | **Course Type** | |
| **Blended** | **14:15-15:05** | | Univirsity Requirement  Fuclty Requirement  Major Requirement  Elective  Compulsory | |

**Instructure Information**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **E-mail** | **Office Hours** | **Phone No.** | **Office No.** | **Name** |
| aaloqool@philadelphia.edu.jo | Saturday- Tuesday  10:00-13:00 | 2282 | 32421 | Dr. Abdalrazzaq Aloqool |

**Course Delivery Method**

|  |  |  |  |
| --- | --- | --- | --- |
| **Blended Online Physical** | | | |
| **Learning Model** | | | |
| **Physical** | **Asynchronous** | **Synchronous** | **Percentage** |
| **70%** | **30%** | **--** |

**Course Description**

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| This course provides an overview of fundamental concepts of Consumer Behavior from the point-of-view of consumers living in a digital world. The course examines the decisions consumers make, the processes underlying these decisions, and the psychological and sociological factors that influence buying behavior. More specifically, students will learn about various external and internal influences affecting the field of consumer behavior considering the impact of social media, online communities, and always-on mobile connectivity. Such influences include social groups, online research and communication, social class, culture, perception, motivation, attitude, and self-concept, among others. The course also examines the  impact of digital marketing on society, both domestic and global. |

**Course Learning Outcomes**

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| **Corresponding Program Outcomes** | **Outcome** | **Number** |
| **Knowledge** | | |
| **Kp1** | Become acquainted with many of the conceptual and theoretical bases underlying studies of consumer behavior related to digital world. | **K1** |
| **Kp2** | Identify the key online and offline factors and functions that affect consumers’ decision making in the digital world | **K2** |
| **Kp4** | Explain the role of technology and internet plaforms in shaping consumers’ purchasing process by orgnizations | **K3** |
| **Skills** | | |
| **Sp1** | Communicating effectively in all forms, written, visual and oral for different types of consumers. | **S1** |
| **Sp3** | Think critically with respect to a full range of Marketing situations in the digital world specifically situations and strategies that generating consumer response. | **S2** |
| **Competencies** | | |
| **Cp3** | Perform effectively on teamwork and display interpersonal skills by interacting with customers personally and online. | **C1** |

**Learning Resources**

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| --- | --- |
| * Schiffman, L., & Wisenblit, L. (2021). Consumer Behavior, (12th Edition). Pearson | **Course Textbook** |
| * Chandra Sekhar Patro. (2022). Consumer online shopping behaviour : influence of perceived benefits and risks on perceived value. * Solomon, Michael R. (2019). Consumer Behavior: Buying, Having, and Being (13th Edition). Pearson. * East, R., Singh, J., Wright, M., & Vanhuele, M. (2022). (4th Edition) Consumer behaviour : applications in marketing.‏ Sage. | **Supporting References** |
| [www.ebsco.com](http://www.ebsco.com)  <http://library.philadelphia.edu.jo/ST_EN.htm>  <https://bit.ly/3vblsIH> (APA7 Referencing) | **Supporting Websites** |
| **Classroom**  **laboratory Learning Platform Other** | **Teaching Environment** |

**Meetings and Subjects Time Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Learning Material** | **Task** | **Learning Method\*** | **Topic** | **Week** |
| Syllabus | * Introduce the instructor * Meet students * Class ground rules * Syllabus introduction | Orientation | Course introduction | **1** |
| * Chapter 1 * Research Article. | * Read chapter * Discussions * Video | * Lecture * Collaborative learning | Technology driven Consumer Behavior:   * Technology Enriches the Exchange Between Consumers and Marketers * Customer Value, Satisfaction, and Retention | **2** |
| * Chapter 3 * Research Article. | * Read chapter * Moc-prsentation * Peer review | * Lecture | Consumer Motivation and Personality:   * The Dynamics of Motivation * Systems of Needs | **3** |
| * Chapter 3 | * Read chapter * Group Discussion * Homework 1 | * Lecture * Collaborative learning | Consumer Motivation and Personality:   * The Nature and Theories of Personality * Product and Brand Personification | **4** |
| * Chapter 4 | * Read chapter * Mind mapping and Brainstorming | * Lecture * Problem solving based learning. | Consumer Perception   * The Elements of Perception * Consumer Imagery | **5** |
| * Chapter 4 | * Read chapter * Discussion | * Lecture * Problem solving based learning. | Consumer Perception:   * Perceived Quality * Perceived Risk. | **6** |
| * Chapter 5 | * Read chapter * Group Discussion | * Lecture * Collaborative learning | Consumer Learning:   * The Elements of Consumer Learning | **7** |
| * Chapter 5 | * Read chapter * Mind mapping and Brainstorming | * Lecture * Problem solving based | Consumer Learning:   * Classical Conditioning * Instrumental Conditioning | **8.a** |
| Mid-term Exam | | | | **8.b** |
| * Chapter 6 * Students’ research | * Read chapter * prsentation | * Lecture * Flipped class | Consumer Attitude Formation and Change   * Attitudes and Their Formation * The Tri-Component Attitude Model | **9** |
| * Chapter 8 | * Read chapter * Discussion * One minute paper | * Lecture * Collaborative learning | From Print and Broadcast Advertising to Social and Mobile Media:   * Consumers and Social Media. * Consumers and Mobile Advertising | **10** |
| * Chapter 8 | * Read chapter * Discussion * One minute paper | * Lecture * Collaborative learning | From Print and Broadcast Advertising to Social and Mobile Media:   * Measuring Media’s Advertising Effectiveness | **11** |
| Chapter 9   * Research Article | * Read chapter * Discussion * Video * Homework 2 | * Lecture * Collaborative learning | Reference Groups and Word-of-Mouth:   * source Credibility and Reference Groups * Word-of-Mouth and Opinion Leadership | **12** |
| * Chapter 9 * Research Article | * Read chapter * Discussion * Video * Homework 2 | * Lecture * Collaborative learning | Reference Groups and Word-of-Mouth:   * Strategic Applications of Word-of-Mouth * Diffusion of Innovations: Segmenting by Adopter Categories | **14** |
| * Students’ research | * Presentations | * Project based learning | Group Presentation | **15** |
| **Final Exam** | | | | **16** |

\*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

**Course Contributing to Learner Skill Development**

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| **Using Technology** |
| * Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. * Students will use the internet search engines to capture needed data and information to perform their assignments. * Students will use the electronic email for submitting the required documents. |
| **Communication Skills** |
| * Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. * Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments. |
| **Application of Concept Learnt** |
| * Students will reflect on the acquired knowledge of management concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning) |

**Assessment Methods and Grade Distribution**

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| --- | --- | --- | --- |
| **Course Outcomes**  **to be Assessed** | **Assessment Time**  **(Week No.)** | **Grade** | **Assessment Methods** |
| **K1, K2** | **8th week** | **30 %** | **Mid Term Exam** |
| **S1, S2,**  **C1** | **Continuous:**   * Home Work (10%)/ Week 4 * Quiz   (10%)/ Week 9   * Presntation (10%)**/** Week 11 | **30 %** | **Term Works\*** |
| **K1, K2, K3, S1, S2** | **16th week** | **40 %** | **Final Exam** |
|  |  | **100%** | **Total** |

\* Include: quizzes, in-class and out of class assignment, presentations, reports,

videotaped assignment, group or individual project.

**Alignment of Course Outcomes with Learning and Assessment Methods**

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| --- | --- | --- | --- |
| **Assessment Method\*\*** | **Learning Method\*** | **Learning Outcomes** | **Number** |
| **Knowledge** | | | |
| * Exam * In-class Activities | * Lecture * Collaborative learning * Flipped class | Become acquainted with many of the conceptual and theoretical bases underlying studies of consumer behavior related to digital world. | **K1** |
| * Exam * In-class Activities | * Lecture * Collaborative learning * Problem solving based learning. | Identify the key online and offline factors and functions that affect consumers’ decision making in the digital world | **K2** |
| * Exam * In-class Activities | * Lecture * Collaborative learning * Problem solving based learning. | Explain the role of technology and internet plaforms in shaping consumers’ purchasing process by orgnizations | **K3** |
| **Skills** | | | |
| * Exam * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Communicating effectively in all forms, written, visual and oral for different types of consumers. | **S1** |
| * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Think critically with respect to a full range of Marketing situations in the digital world specifically situations and strategies that generating consumer response. | **S2** |
| **Competencies** | | | |
| * In-class activities * Presentation * Group Assignment | * Flipped class * Project based learning | Perform effectively on teamwork and display interpersonal skills by interacting with customers personally and online. | **C2** |

\*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

\*\* Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

**Course Polices**

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| **Policy Requirements** | **Policy** |
| The minimum pass for the course is (50%) and the minimum final mark is (35%). | **Passing Grade** |
| * Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. * Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse’s disappearance, and in this case, the subject teacher must hold a compensation exam for the student. * Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam. | **Missing Exams** |
| The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it. | **Attendance** |
| Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights. | **Academic Integrity** |

**Program Learning Outcomes to be Assessed in this Course**

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| --- | --- | --- | --- | --- |
| **Targeted Performance level** | **Assessment Method** | **Course Title** | **Learning Outcome** | **Number** |
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**Description of Program learning Outcomes Assessment Method**

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| **Detailed Description of Assessment** | **Number** |
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**Assessment Rubric of the Program Learning Outcomes**

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