

Philadelphia University	 PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	Approved Date: 1/9/2024
Faculty: Business		Issue: 2
Department: E-Marketing and social media		Credit Hours: 3 hours
Academic Year: 2025/2026		Degree: Bcs. E-Marketing and social media

Course Information

0352210	Online Consumer Behavior				---	
Course Type				Class Time	Room No.	
☐ University Requirement		☐ Faculty Requirement		Sun, Tue 12:40-13:30	32305	
☒ Major Requirement		☐ Elective ☐ Compulsory				
Course Level*				Hours No.*		
☐ 6 th		☒ 7 th		☐ 8 th		☐ 9 th
				95		

Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	Sat, Mon 11:00-12:00	fkokash@philadelphia.edu.jo

Course Delivery Method

☒ Blended	☐ Online	☐ Physical	
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
	--	30%	70%

Course Description

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.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Identify the basic concepts and theory underlying consumer behavior studies related to the digital world.	Kp1
K2	Identify the key online and offline factors and functions that affect consumers' decision making in the digital world	Kp2
K3	Explain the role of technology and internet platforms in shaping consumers' purchasing process by organizations	Kp3
Skills		
S2	Utilizing critical thinking capacity in marketing situations in the digital world specifically situations and strategies that generating consumer response	Sp2
Competencies		
C1	Demonstrate competency in working collaboratively with others and demonstrating leadership ability, of both individuals and teams, to attain successful organizational projects.	Cp1

Learning Resources

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

Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	Course introduction	Orientation	- Introduce the instructor - Meet students - Class ground rules - Syllabus introduction	Syllabus
2	- What is Consumer behavior. - Marketers have to understand the wants and needs of different consumer segments. - Our choices as consumers relate in powerful ways to the rest of our lives. - Our motivations to consume are complex and varied.	- Lecture - Collaborative learning	- Read chapter - Discussions - Video	Chapter 1
3	Marketers have an obligation to provide safe and functional products as part of their business activities.	- Lecture - Collaborative learning	- Read chapter - Discussions - Video - Quiz 1 (5%)	Chapter 2a
4	- Consumer behavior impacts directly on major public policy issues that confront our society. - Consumer behavior can be harmful to individuals and to society.	- Lecture - Collaborative learning	- Read chapter - Group Discussion	Chapter 2b
5	- The design of a product today is a key driver of its success or failure. - Products and commercial messages often appeal to our senses, but because of the profusion of these messages we don't notice most of them.	- Lecture - Collaborative learning	- Read chapter - Group Discussion	Chapter 3a
6	Perception is a three-stage process that translates raw stimuli into meaning.	- Lecture - Collaborative learning	- Read chapter - Group Discussion - Activity	Chapter 3b
7	- Products can satisfy a range of consumer needs. - Consumers experience different kinds of motivational conflicts that can impact their purchase decisions.	- Lecture - Problem solving based learning.	- Read chapter - Discussions - Video	Chapter 5a

8	Midterm Exam (30%) Chapter 1,2,3			
9	The way we evaluate and choose a product depends on our degree of involvement with the product, the marketing message, or the purchase situation.	- Lecture - Collaborative learning - Activity	- Read chapter - Discussions - Video - Homework 1 (5%)	Chapter 5b
10	- It is important for consumer researchers to understand the nature and power of attitudes. - Attitudes are more complex than they first appear.	- Lecture - Problem solving based learning.	- Read chapter - Discussion	Chapter 8a
11	Attitude models identify specific components and combine them to predict a consumer's overall attitude toward a product or brand.	- Lecture - Collaborative learning - Activity	- Read chapter - Discussion - Activity	Chapter 8b
12	The three categories of consumer decision-making are cognitive, habitual, and affective.	- Lecture - Collaborative learning	- Read chapter - Group Discussion	Chapter 9a
13	A cognitive purchase decision is the outcome of a series of stages that results in the selection of one product over competing options.	- Lecture - Collaborative learning - Activity	- Read chapter - Group Discussion - Activity	Chapter 9b
14	Group Presentation	Project based learning	Presentations (20%)	Project based learning
15	Group Presentation	Project based learning	Presentations	Project based learning
16	Final Exam (40%) Chapter 5,8,9			

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

Course Contributing to Learner Skill Development

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

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	8th week	K1
Term Works*	% 30	Continuous: - HomeWork 1 (5%) - Quiz 1 (5%) - Presntation (20%)	K1, K2, K3 S2, C1
Final Exam	% 40	16th week	K2, K3, S2, C1
Total	%100		

* 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

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Identify the basic concepts and theory underlying consumer behavior studies related to the digital world.	• Lecture • Collaborative learning • Flipped class	• Exam • Termworks
K2	Identify the basic concepts and theory underlying consumer behavior studies related to the digital world.	• Lecture • Collaborative learning • Problem solving based learning.	• Exam • Termworks
K3	Identify the basic concepts and theory underlying consumer behavior studies related to the digital world.	• Lecture • Collaborative learning • Problem solving based learning.	• Exam • Termworks
Skills			
S2	Think critically with respect to a full range of Marketing situations in the digital world specifically situations and strategies that generating consumer response.	• Collaborative learning • Project based learning	• Exam • Termworks
Competencies			
C1	Perform effectively on teamwork and display interpersonal skills by interacting with customers personally and online.	• Flipped class • Project based learning	• Exam • Termworks

*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 Policies

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	• 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.
Attendance	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.
Academic Integrity	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.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment

Assessment Rubric of the Program Learning Outcomes

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