

**DEPAUL****School of Continuing and Professional Studies**

Consumer Behavior Insights Undergraduate Course Information Guide

Course Number: CCH 209, 4 credits, 10 Weeks
Delivery Formats: Online Async

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Course Description

In the Consumer Behavior Insights course, students explore the processes that consumers use to make decisions. Understanding of consumer segments is developed and applied to create communication strategies using a decision-making framework. Through coursework, students demonstrate an understanding of various topics including how market intelligence is collected, market segmentation, the impact of various cultural influences on behavior, elements of persuasive communication and development of consumer-oriented strategies. Cultural norms influence receptivity to marketing communication messages. In-depth consumer knowledge of a sub-cultural segment is learned and applied as students conduct market research. Based on analysis, students develop communication objectives, positioning statements and strategies for consumer communication. The role of mass media is examined in two distinct areas. Mass media influence cultural values by reinforcing norms for consumer needs and wants. Mass media are also important means for communication of targeted advertising messages.

Learning Outcomes

After completing this course, you will be able to:

- Identify how consumer behavior insights can be gained and develop strategies for consumer communication based on these insights.
- Develop strategies for effective intercultural advertising messages for members of different cultural and sub-cultural segments.
- Explain cultural influences and the ways in which culture impacts social norms.
- Identify and apply design elements and principles to create original images and advertisements that meet effective design and strategic requirements.

- Describe how mass media influence cultural norms and deliver targeted advertising messages.

Learning Strategies and Resources

Understanding of various consumer segments is developed and applied as students take on decision-making roles to develop creative solutions for real-world case studies.

Consumer-driven marketing is evaluated by developing marketing objectives, positioning statements, strategies and tactics to achieve business goals. A decision-making framework is used to create communication strategies.

In-depth consumer knowledge of a sub-cultural segment is learned and applied as students conduct market research.

Various topics are assessed including: how consumer knowledge is collected, market segmentation, cultural and media influences on behavior, persuasive communication and development of consumer-oriented strategies.

Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bnccollege.com>, or through alternative sources.

Schiffman, L. and Wisenblit, L. (2015). Consumer Behavior, 12th Ed. Upper Saddle River, NJ: Pearson Education, Inc. Student learning will be assessed based on participation in discussion forums, a research report, communication strategy analysis, case analyses, exercises, one collaborative analysis and a summary perspective statement. Consumer Behavior Insights is a graded course. Your final grade will be based on performance and completion of the assignments that are required. The learning outcomes for each module will be used to assess achievement of the competencies that you are fulfilling.

Additional readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

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Learning Deliverables

Student learning deliverables include participation in discussion forums, a research report, communication strategy analysis, case analyses, exercises, one collaborative analysis and a summary perspective statement.

Assessment of Student Learning

Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Online Discussions	55%
Case Analyses	15%
Final Research Analysis	30%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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Course Schedule

Week and Module Title or Theme	Readings / Activities	Graded Assignments
Week 1, Module 1: The Marketing Concept	Read Module 1 Content Read Chapter 1 in your textbook	1.1 Introductions Discussion 1.2 The Marketing Concept Discussion
Week 2, Module 2: Mind of the Consumer	Read Module 2 Content Read Chapters 2 and 16 in textbook	2.1 Mott's Research Analysis 2.2 Consumer Research & Product Ideas Discussion

		2.3 Consumer Segmentation Discussion
Week 3, Module 3: Consumer Motivation and Reference Groups	Read Module 3 Content Read Chapter 3 Read Chapter 4	3.1 Comparative Analysis-Lux vs. Dove Case 3.2 Family/Peer Influence Discussion 3.3 Building Sales in a Competitive Environment
Week 4, Module 4: Product Positioning	Read Module 4 Content Read Chapter 5 Read Chapter 7 Read the case study on the Good Bake Cake company Read Positioning Statements, Statement of Benefits, Brand Objectives, and Communication Strategies	4.1 Auto Purchase Positioning Case Analysis 4.2 Brand Positioning Discussion 4.3 Brand Passion Discussion
Week 5, Module 5: Influence of Culture and Subculture	Read Module 5 Content Read Chapter 11 and Chapter 12.	5.1 Cultural Segment Selection (part of final paper) 5.2 Cultural Miscommunication Discussion
Week 6, Module 6: Consumer Attitudes & Persuasive Communication	Read Module 6 Content Read chapter 6 and chapter 9	6.1 Research Analysis Reference List (part of final paper) 6.2 Brand Promises that Support "Why Buy" Discussion

Week 7, Module 7: Socio-cultural Influence of Class & Lifestyle	Read Module 7 Content Read Chapters 8 and 10	7.1 Research Draft (no credit) 7.2 Socioeconomic & Lifestyle Influences Discussion
Week 8, Module 8: Applying Insights to Make Strategic Decisions	Read Module 8 Content Read Chapter 14	8.1 Segment ad appeal Discussion
Week 9, Module 9: New Product Adoption	Read Module 9 Content Read Chapter 15	9.1 Final Research Paper (20 points)
Week 10, Module 10: International Perspectives on Consumer Behavior	Read Module 10 Content Read Chapter 13	10.1 International Marketing Discussion 10.2 Learning Reflection

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Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

School of Continuing and Professional Studies

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