



**Consumer Behavior  
for New Managers**  
Training Modules



## Consumer Behavior for New Managers

- Would your staff benefit from increased business acumen and business knowledge?
- Can you help your organization's leadership identify, solve and manage problems in the workplace?
- Are there business principles that might improve your organization's success?

Consumer Behavior for New Managers offers an applied perspective on why and how consumers make purchasing decisions about products and services. Participants will examine the forces of marketplace dynamics, from influencers of perception and learning (e.g. social media) to higher-level variables such as dynamics and lifestyles.

The target audience for this training includes individuals that are in lower-level management or are new to management. Typical work experience ranges from 0 - 10 years.

### Seven unique module offerings

*Each self-paced module is designed to be completed as a standalone learning experience, with the following additional features:*

- ✓ Mix and match—choose from 1-7 modules that address your organization's management challenges, goals, and priorities.
- ✓ Learning format—self-paced, instructor supported online coursework.
- ✓ Flexible course schedules—completion timelines are variable and determined by your situation and convenience.
- ✓ Your organization's specific business case studies and exercises may be included as supplements.

The following seven module offerings may be completed by participants in variable amounts of time (estimated as being up to 19 hours each), according to prior education and experience.

Important information about the educational debt, earnings, and completion rates of students who attended DeVry or Keller can be found at [devry.edu/degree-programs/ge.html](http://devry.edu/degree-programs/ge.html) or [keller.edu/graduate-degree-programs/ge.html](http://keller.edu/graduate-degree-programs/ge.html).

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## Module 1 Title: Consumer Behaviors

### Description

Participants enrolled in this module will examine the emotional and environmental factors involved in consumer decisions to satisfy needs and desires.

### Topic Readings

- Buying, Having, and Being: Introduction to Consumer Behavior
- Decision Making and Consumer Behavior

### Objectives

Examine the emotional and environmental factors involved in consumer decisions to satisfy needs and desires by:

- Examining differences in consumer wants and needs through segmentation
- Differentiating cognitive, affective, and habitual decision-making influences during consumer product selection
- Comparing and contrasting buyer risk sensitivity to purchases
- Examining environmental cues and their involvement in consumer consumption

## Module 2 Title: Consumer Culture

### Description

Participants enrolled in this module will examine the influence of cultural backgrounds and value systems in a consumer's lifestyle choices.

### Topic Readings

- Cultural Influences on Consumer Decision Making
- Consumer Identity I: Sex Roles and Subcultures

### Objectives

Examine the influence of cultural backgrounds and value systems in a consumer's lifestyle choices by:

- Analyzing decision-making biases and shortcuts
- Analyzing culture's impact upon consumer consumption
- Examining marketing strategies tailored to different cultures
- Analyzing the role of values in consumer behavior
- Examining the function of religious and spiritual themes in marketing communications

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## Module 3 Title: Social Influences on Consumption

### Description

Participants enrolled in this module will analyze the lifestyle, social class value, and ethical factors that can influence consumer consumption behavior.

### Topic Readings

- Consumer Identity II: Social Class and Lifestyles

### Objectives

Analyze the lifestyle, social class value, and ethical factors that can influence consumer consumption behavior by:

- Analyzing consumers' social identity in the context of product and service selection
- Evaluating the connection between consumer consumption and their respective lifestyle choices
- Evaluating the impact of religious and spiritual themes on marketing messages
- Classifying types of market segments by gender and age
- Analyzing social class's influence on product interest
- Comparing and contrast psychographics and demographics

## Module 4 Title: Perceptual Influences on Consumption

### Description

Participants enrolled in this module will examine marketing actions targeting perception to influence consumer behavior.

### Topic Readings

- Perception
- Learning and Memory

### Objectives

Examine marketing actions targeting perception to influence consumer behavior by:

- Analyzing consumers' learning in the context of product and service selection
- Classifying types of memory in consumer behavior and memory's function in marketing
- Examining selective memory and reinforcement in marketing and consumer behavior
- Evaluating the impact of sensation experiences on marketing messages

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## Module 5 Title: Consumer Decisions

### Description

Participants enrolled in this module will distinguish factors that contribute positively and negatively to decision-making, including group and situational effects on consumer behavior.

### Topic Readings

- Group and Situational Effects on Consumer Behavior

### Objectives

Distinguish factors that contribute positively and negatively to decision-making, including group and situational effects on consumer behavior by:

- Evaluating the impact of consumption experiences on marketing messages
- Analyzing the social pressures and conformity involved in consumer product and service selection
- Differentiating between consumer and organizational purchasing decisions
- Classifying different family roles and influences used during consumer consumption

## Module 6 Title: Consumption Quality

### Description

Participants enrolled in this module will evaluate changes in consumer behavior based on improvements in consumer quality of life and overall social well-being.

### Topic Readings

- Consumer and Social Well-Being

### Objectives

Evaluate changes in consumer behavior based on improvements in consumer quality of life and overall social well-being by:

- Analyzing consumers' learning in the context of product and service selection
- Assessing the role of ethics and safety in consumer marketing and behavior
- Analyzing the impact of consumer behavior on the world around us
- Evaluating marketers' obligation to respect consumer's rights and adhere to consumer protection laws

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## Module 7 Title: Consumer Networking

### Description

Participants enrolled in this module will analyze the psychological impact and symbolic meanings of marketing communication on consumer behavior.

### Topic Readings

- Networked Consumer Behavior: Word-of-Mouth, Social Media, and Fashion

### Objectives

Analyze the psychological impact and symbolic meanings of marketing communication on consumer behavior by:

- Comparing and contrasting classical and instrumental conditioning
- Evaluating social media's impact on business and consumer interaction
- Examining the influence of consumer recall on consumer behavior
- Assessing the role of innovation in consumer decision making

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