



SYLLABUS

Name of Institution: Mahidol University International College

Division: Business Administration Division

GENERAL INFORMATION

1. Course Code and Course Title

Thai	ICMK 353 พฤติกรรมผู้บริโภคและการตัดสินใจ
English	ICMK 353 Consumer Behavior and Decision Making

2. Number of Credits: 4 credits

3. Credit Hours/Semester

Lecture or Other In-class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48	0	96

4. Degree: Bachelor of Business Administration

5. Faculty Members:

Name: Asst. Prof. Dr. Kandapa Thanasuta
Email: kandapa.tha@mahidol.ac.th
Telephone: 02-700-5000 ext. 4458
Office: Aditayathorn Building 433
Office Hours: Tuesday/Thursday 12:00-14:00

6. Trimester/Academic Year: T1/2024-2025
Section 1: T-TH 8:00-9:50
Section 2: T-TH 10:00-11:50

7. Pre-requisites: ICMB 222 Principles of Marketing

DESCRIPTION AND OBJECTIVES

1. Course Description

Thai	การศึกษาพฤติกรรมผู้บริโภค กระบวนการการตัดสินใจ การตอบสนองทางจิตวิทยา และอิทธิพลทางสังคมวิทยาต่อการตัดสินใจของผู้บริโภค การตัดสินใจของผู้บริโภคและผลกระทบต่อพฤติกรรมการตัดสินใจทางการตลาด การกำหนดกลยุทธ์ทางการตลาดเพื่อตอบสนองต่อพฤติกรรมผู้บริโภค
English	Study of consumer behavior, the decision-making process, psychological responses, and sociological influences on the consumer decision; consumer decision and its impact on marketing decision; formulation of marketing strategy in response to consumer decision behavior.

2. Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
CLO1: Describe the process which consumers go through in making the decision	PLO6.1 Students can successfully design marketing plans for organization and emerging companies to continuously and sustainably grow in a digital world.
CLO2: Identify psychological and sociological drivers that impact decision-making	
CLO3: Determine solutions that influence consumers' decisions	

TEACHING AND EVALUATION PLANS

1. Teaching Plan

Week	Topic	Hours	Onsite Session	Online Session	CLO	Teaching Methods	Assessment	Note
1	17 Sep: Course Introduction Introduction to Consumer Behavior	2	x		CLO1	Interactive lecture		
	19 Sep: Market Analysis & Tools	2	x		CLO2	Interactive lecture, experiential exercise		
2	24 Sep: Market Analysis – company, consumer, competitors, and condition	2	x		CLO1,2	Interactive lecture, workshop		
	26 Sep: Market Analysis (con't) Choosing Target Market - STP	2	x		CLO1	Interactive lecture, experiential exercise		
	27 Sep: Company Briefing – 10:00-12:00 (make-up)	2	x		CLO1,2,3	Experiential case	Group Project	
3	01 Oct: Choosing Target Market – STP (con't) Identifying the target market workshop	2	x		CLO1	Interactive lecture, workshop		
	03 Oct: Consumer Decision Making Decision Types	2	x		CLO1	Interactive lecture, workshop		
4	08 Oct: No class (commencement)							
	10 Oct: Situational Influence Triggering Problems and Motivation	2	x		CLO1,2	Interactive lecture		
5	15 Oct: Triggering Problems and Motivation (con't) <i>Open Consultation Session</i>	2	x		CLO1,2	Interactive lecture		
	17 Oct: Progressive Presentation #1	2	x		CLO1,2	Group work, experiential project	Group Project	Group by group

Week	Topic	Hours	Onsite Session	Online Session	CLO	Teaching Methods	Assessment	Note
6	22 Oct: No class (other obligation)	2	x		CLO1,2	Personal assessment	Quiz	Week 1-5
	24 Oct: Quiz #1	2	x		CLO1,2	Personal assessment	Quiz	Week 1-5
7	29 Oct: Internal Search and Initial Consideration	2	x		CLO1,2	Interactive lecture		
	31 Oct: External Search & Perception Formation	2	x		CLO1,2	Interactive lecture, experiential exercise		
8	05 Nov: Info Search & Active Evaluation	2	x		CLO1	Interactive lecture, experiential exercise		
	07 Nov: Purchasing Moments	2	x		CLO1	Interactive Lecture		
9	12 Nov: Post Purchasing and Loyalty Loops	2	x		CLO1	Interactive lecture		
	14 Nov: Creating Customer Journey Map	2	x		CLO1	Workshop		
10	19 Nov: External Influence	2	x		CLO1,2	Interactive lecture		
	21 Nov: Progressive Presentation #2	2	x		CLO1,2	Group work, discussion	Group project	Group by group
11	26 Nov: Progressive Presentation Reflection	2	x		CLO1,2	Group work, discussion	Group project	
	27 Nov: Open Consultation Session - marketing plan (make-up)	2	x		CLO1,2,3	Group work, discussion		
	28 Nov: Open Consultation Session - final touch	2	x		CLO1,2,3	Group work, discussion		
	30 Nov: Final Presentation (make-up)	2	x		CLO1,2,3	Group work, experiential case	Group project	
12	03 Dec: Quiz #2 & Review Session	2	x		CLO1,2	Personal Assessment	Quiz	Week 5-10
	05 Dec: No class (holiday)	2	x					
13	11 Dec: Final Examination (16:00-17:50)	2	x		CLO1,2,3	Personal assessment		

Note: The schedule may be subject to changes depending on the situation.

2. Evaluation Plan

Methods/ Activities	Description	Week	Percentage
Attendance & Participation	See course policy	1-12	10%
Quiz	See course policy	6,12	15%
Group Project – Progressive Presentation (2)	See other information	5,10	20%
Group Project – Final Presentation	See other information	12	15%
Final Examination	See course policy	13	40%

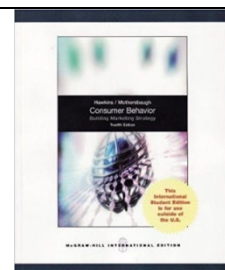
3. Course Assessment

A	B+	B	C+	C	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	<60

TEACHING MATERIAL AND RESOURCE

1. Required Reference List

Consumer Behavior: Building Marketing Strategy (12th edition) by Delbert I. Mothersbaugh, David L. Best, and Roger J. Hawkins, McGraw Hill



COURSE POLICY AND GUIDELINE

Academic Dishonesty

Academic dishonesty is prohibited at MUIC. It is a serious offense because it diminishes the quality of scholarship and makes accurate evaluation of student progress impossible. Please refer and adhere to the rules and regulations regarding academic dishonesty stated in the Student Handbook.

Uniform Policy

A proper dress code is part of the written policy for student conduct. If the students neglect to wear the proper dress code during a class session, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

Communication Policy

Students are required to register the University email account both @student.mahidol.ac.th and @student.mahidol.edu to access the Learning Management System and LIVE session platform (in the case that an online session is applicable).

Communication through e-mail is always acceptable and welcomed.

Course Material

All class materials and announcements will be uploaded to the **Google Classroom**.

Teaching materials, including course videos, lectures, notes, articles, and exercises are provided on Google Classroom. These materials are provided by the instructors which covers all of the contents in this course. Each week, students are responsible for studying material posted on Google Classroom before attending the class.

Online LIVE Session

Online LIVE session will be conducted **ONLY IF** the situation required according to the announcement from the university. The primary LIVE platform is **Microsoft Team Meeting**.

Appendix 1

Evaluation Plan

10% Attendance & Participation

There are 4Ps expected from students in class:

- *Preparation*—students are expected to read the assigned materials before the time of the lecture.
- *Presence*—attending class is one of your major responsibilities. Students with **more than 4 absences will not be eligible for a grade** unless solid evidence of the absence is presented. High etiquette during your presence is also expected
- *Punctuality*—students are expected to come to class on time. Checking attendance at the class starting time (**3 lates = 1 absence**)
- *Participation*—students are encouraged to get involved in class, for example sharing ideas, asking insightful questions, answering questions, and working on class exercises. Quality of participation is encouraged instead of quantity.

15% Quiz

Students are expected to constantly review all course materials. There will be 2 quizzes in class. Students are not allowed to use any course material or textbook during the quiz. There will be **NO make-up quiz** regardless of any reason. If you are late to the class on that day, you will not be eligible in taking one.

35% Group Project

Identifying “consumer decision journey” and recommending “marketing strategy” for Yum Saap ชำนาญ (https://www.facebook.com/Yumsaap.SpicySalad/?locale=th_TH)

Progressive Presentation (20%)

There will be “2 Progressive Presentations” Students will report the information found according to the topic. This is to see an update on the project and receive comments from the instructor. Each team will get **10 minutes for each presentation** to update on the project. Attendance of all team members is required during the presentation date but not all members have to participate in the presentation.

Progressive Presentation #1

The goal is to develop a “strong” understanding of the **current situation**. Students should be able to **identify and analyze** the following

- Structure of product and the company’s business model, detailed description of the product itself (i.e., current marketing strategies and tactics being used)
- Analysis of market conditions including Political, Economic, Socio-demographic, and Technology to identify opportunities and threats.
- Analysis of competitors in the market, strengths and weaknesses of product/brand against other competitors in the market to identify potential to attack.

- Target market identification
 - Identify your target nickname and its characteristics.
 - Based on the above analysis, tell the reasons why this selected target market is the good one for the company.

Progressive Presentation #2

The goal is to identify the “**consumer decision journey**” of the target market. All stages of the journey should be thoroughly analyzed to identify “**insight**” and key consumer behavior issues in order to lead to a successful marketing strategy.

Please refer to the consumer decision journey model in the handout. Student should be able to identify all those steps relating to the purchase of the product. Interviewing the target market is encouraged to have a better understanding of their behavior

After completing the market analysis from Progressive Presentation #1 and identifying the “consumer decision journey” in Progressive Presentation #2, students should be able to propose “**objective**” to further develop a marketing campaign.

Final Presentation (15%)

The goal is to utilize information found in progressive presentation #1 and #2 to **propose an effective marketing strategy (4Ps)** for Yum Saap.

On the final presentation day, students are required to perform a “**10-minute, 10-infographic slides pitch**” to the management of Yum Saap. Attendance of all team members is required during the presentation date but not all members have to participate in the presentation.

Your grade will be determined based on the quality of your work. All of your presentations should include the highlights and key points of the project as well as any support material to support your claims and recommendations. Your presentation should be professionally presented. A full-scale presentation is expected.

Team Peer Evaluation

At the end of the project, you are required to assign scores to each team member that reflect how each team member contributed to the completion of the project. This is an opportunity to reward the members of your team who worked hardest and to fairly reflect the team members who did not perform or did not make sufficient effort to participate in team activities. The peer evaluation form is in Appendix 3.

Average peer evaluation score	
80%-100%	Full total earned team score
70%-79%	Deduct 10% of your total earned team score
60%-69%	Deduct 20% of your total earned team score
50%-59%	Deduct 30% of your total earned team score
Below 50%	Deduct 40% of your total earned team score

40% Final Examination

The final examination is a comprehensive one. The examination covers all the contents and materials from week 1 to week 12. It is the **closed book on-campus examination**. Please be noted that it is your responsibility to check the examination date and venue. The final examination date and time CANNOT BE CHANGED.

If the situation does not permit, the final examination could be switched to the “take home” format submitted through Turnitin.

Appendix 2

Project Assessment Criteria: Group _____

Assessment Criteria	None	Minimal	Somewhat	Acceptable	Good	Outstanding
Project Content (80%)						
Item 1: Market Analysis (10%)						
<ul style="list-style-type: none">Correctly show relevant market information that is useful for further analysis	0	2	4	6	8	10
Item 2: Objective (5%)						
<ul style="list-style-type: none">Objective is identified, measurable, and supportive from analysis found	0	2	4	6	8	10
Item 3: Target Market (5%)						
<ul style="list-style-type: none">Identify the target group (both above and below the surface criteria).	0	2	4	6	8	10
<ul style="list-style-type: none">The target market is practical and interesting for the company to approach						
Item 4: Consumer Decision Journey (40%)						
<ul style="list-style-type: none">Thoroughly explain the consumer decision journey that is “applicable” to the product understudied and able to identify key “consumer insight” for further campaign development	0	2	4	6	8	10
Item 5: Marketing Strategy (20%)						
<ul style="list-style-type: none">Able to recommend an effective marketing campaign with strong analytical support of how market structures and how consumers behave	0	2	4	6	8	10
Presentation (20%)						
Item 1: Organization (5%)						
<ul style="list-style-type: none">Presentation contents are well-structured in the order that enhances listeners to understand and follow logical reasoning; key points and supportive information are synchronized	0	2	4	6	8	10
Item 2: Visual Aids (5%)						
<ul style="list-style-type: none">Visuals effectively enhance the understanding of the presentation; important points are clearly illustrated	0	2	4	6	8	10
<ul style="list-style-type: none">Background, font formats (colors, size, type), and graphics significantly enhance the presentation; no misspellings or grammatical errors; attractive and professional look						
Item 3: Delivery (5%)						
<ul style="list-style-type: none">Presenters clearly explain the content (well-paced, key points delivered, clear transition)	0	2	4	6	8	10
<ul style="list-style-type: none">Presentation is professionally presented within time limit						
Item 4: Answering Questions (5%)						
<ul style="list-style-type: none">Presenters can handle the questions well.	0	2	4	6	8	10
TOTAL						
COMMENTS						

Appendix 3

Peer Evaluation

COURSE STUDENT NAME GROUP

Write the name of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute.
Finally, do the same for each of your group members and total all the values.

Values: 1 = Weak 2 = Below Average 3 = Average 4 = Above Average 5 = Superior

Attribute	1. Yourself	2.	3.	4.	5.	6.	7.	8.
Participated in group discussion								
Contributed useful ideas								
Did fair share of work								
Completed high quality work								
Contributed to overall project success								
TOTAL/25/25/25/25/25/25/25/25
In percentage (100%)								