



Department of Management & Marketing
Dhahran, Saudi Arabia

COURSE SYLLABUS

KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS
KFUPM BUSINESS SCHOOL
DEPARTMENT OF MANAGEMENT AND MARKETING

MKT 410: Consumer Behavior

SEMESTER 232/ 2024 Spring

Professor: Professor M. Sadiq Sohail, Ph. D
Office: Building 24-270
Telephone: 860-1746
E-mail Address: ssohail@kfupm.edu.sa
Office Hours: UT 11.30 -12.30 and by appointment

Class Times/Room: UT 2.00 PM- 3.15 PM Location 24-135

Required Textbook: Leon G. Schiffman and Joseph Wisenblit. Consumer Behavior, 12th Edition, Pearson.

Catalogue Course Description:

Introduction to the concepts and frameworks for understanding the behavior of consumers relating to evaluation, choice, purchase, consumption, and disposal of products. Topics include examination of consumer motivations in product choice, consumer perceptions, learning, attitudes, information processing, and decision making. Also included are the influence of culture, social class, family, and reference groups on the behavior of consumers.

Prerequisite: Principles of Marketing (MKT 250)

Exams:

There will be one major and a final exam during the semester based on the material covered in your text book and other material covered in the class. Exams may contain T/F, MC, short essay, and open-ended questions.

Course Project:

There will be a semester-long project activity. Some of these activities are individually assigned and assessed and the others will be based on group efforts and collaboration. The purpose of this project is to give the students the opportunity to apply the concepts learned in class into a real-world situation. More details will be provided.

Individual Assignments:

Each student must complete individual assignments. Details will be given in week 3.

Grading:

Grading will be based on the following components:

Mid Term Exam	25%
Group Project	20%
Group Project Presentations	05%
Individual Submission/Project	10%
Attendance & participation	10%
Final Exam.	30%

Attendance:

Attendance Policy: University policy and related rules of implementation will be followed.

A student whose unexcused absences exceed 20% will receive a DN (6 and more classes).

Each unexcused absence causes a 2-point reduction in the final grade. Only excuses approved by Student Affairs are acceptable. A student has one week after returning to class to present an excuse to the professor or the absence will be considered unexcused.

Expectations from Students

All students are expected to:

- 1- Come to class on time and stay until the end of the session. If you have to leave the class room, for an acceptable reason, you **MUST** get the permission before the session starts.
- 2- Read the assigned chapter (s) before each class meeting and be prepared for discussions, pop quiz, or a short presentation. Be an active participant. Participation in this course is very important.
- 3- Not miss any of the scheduled exams. **NO** make-up exams.
- 4- Submit all assignments on time.
- 5- Turn off mobile phones and all other communication devices.
- 6- Not to study for another exam, or do work for another class, or surf the Internet etc.

Academic Honesty

Any form of cheating will NOT be tolerated. This applies to exams, quizzes, the project, and all other activities. If any student attempts to cheat, he will receive an “F” for the course. Plagiarism is another issue that is discussed in the group project.

Topical Outline:

Week	Week No	Chapter/ Exam	Notes
1	Jan 14,16	Chapter 1 Introduction	Read Chapter 1
2	Jan 21,23	Chapter 2	Read Chapter 2
3	Jan 28, 30	Chapter 3	Read Chapter 3
4	Feb 4,6	Chapter 4	Read Chapter 4
5	Feb 11,13	Chapter 5 Group Project Update	Read Chapter 5 Work on project
6	Feb 18,20	Chapter 6	Read Chapter 6
7	Feb 26,28	Chapter 9	Read Chapter 9
8	Mar 3, 5	Mid Term Exam (Chs 1,2,3,4,5,6) March 5 Chapter 10	Read Chapter 10 Mid Term prep
9	Mar 10, 12	Chapter 11	Read Chapter 11
10	Mar 17, 19	Chapter 12	Read Chapter 12
11	Mar 24, 26	Chapter 13	Read Chapter 13
March 29-April 18 Eid Al-Fitr Holidays			
12	Apr 21, 23	Chapter 14	Read Chapter 14
13	Apr 28, 30	Chapter 15	Read Chapter 15
14	May 5, 7	Chapter 16 Presentations	Read Chapter 16
15	May 12, 14	Presentations	Preparation for Final
Final Examination as per Registrar Announcement			

**YOUR PROFESSOR RESERVES THE RIGHT TO MAKE ANY CHANGES IF
REQUIRED**

ABOUT YOUR PROFESSOR

Dr. M. Sadiq Sohail is Full Professor of Marketing at King Fahd University of Petroleum and Minerals, Saudi Arabia. He joined KFUPM in 2002. His immediate past employment was with Monash University, Australia. He spent most of the time teaching at the campus at Malaysia. He held a tenured employment with Monash University. Dr. Sohail has taught courses in universities/ institutes from Australia, United Kingdom, USA and India. As his contribution to teaching pedagogy, he co-authored a book, “Cases in Marketing-A Malaysian Perspective” (published by Prentice Hall, Malaysia), which has been recommended as a textbook in a number of universities and colleges in Malaysia. He has developed a number of teaching cases, available from The Case Center, U. K, and used by a number of universities for teaching. He has gained recognition for Excellence in Advising.

Dr. Sohail’s primary strength lies in the area of research. He has authored/co-authored over hundred research papers published in refereed international journals. Most of these are long and well established, premier and reputable journals known for high qualities of the papers. Journals in which papers published include: *Journal of International Consumer Marketing*, *Journal of Services Management*, *Middle East Journal of Management*, *International Journal of Online marketing*, *The Journal of Consumer Marketing*, *Behaviour and Information Technology*, *International Journal of Educational Management*, *Services Marketing Quarterly*, *International Journal of Physical Distribution and Logistics Management*, *International Journal of Logistics Systems and Management*, *Asia Pacific Journal of Marketing and Logistics*, *International Journal of Logistics*, *International Journal of Quality and Reliability Management*, “*International Journal of Bank Marketing*, *Managing Service Quality*, *Information Science Journal*. *Benchmarking: An International Journal*, *Technovation: An International Journal*, to name some. He is the recipient of the prestigious “Distinguished Researcher Award” for excellence in Research at KFUPM more than once and Distinguished Teaching Award.

He has also presented his research findings in a number of international conferences. His papers have been presented in conferences held in Saudi Arabia, USA, UK, Canada, Australia, New Zealand, Spain, Greece, Japan, Turkey, Malaysia, Indonesia, South Africa, China, Taiwan, India and others. Dr. Sohail currently serves as Associate Editor of two refereed journals. He also serves in the Editorial Board of over ten other international journals.

He has consulted for many organizations and multi-national organizations across Asia, mainly in Malaysia, India and Saudi Arabia. In Saudi Arabia, he has been a part of team in projects that include the Communications and Information Technology (CITC), National Energy Conservation Program, eGovernment Program, STC and a number of private companies. Other prominent consultancies in the past include KPMG Malaysia, American International Assurance Company Limited operating in Malaysia, Asian Institute of Management Science, Malaysia, Leo Training and Consultancy, Malaysia.

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