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COLLEGE OF BUSINESS ADMINISTRATION

A vibrant illustration for an entrepreneurship course. It features a central white shopping bag with a black handle, a red high-heeled shoe, and a bouquet of pink flowers. Surrounding these items are various business-related icons: a hand holding a pen, a hand holding a pink gift box, a hand pointing at a document, and several colorful circles (red, green, yellow, blue) containing text like "Problems Need", "Information", and "Product Market". The background is a blue grid with a faint world map.

ENTREP. 311

Market Research and Consumer Behavior

LEARNING MODULES

First Semester, S. Y. 2020-2021

By:

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Subject Professor

Foreword

In an ever-changing business landscape, we are always confronted with buying decisions and behaviors, either as consumers or as businesses offering a myriad of products and services. Looking closely, the decision to buy and all the other considerations that come with it does not come from a nutshell. There are so many factors that can be attributed to why and how the customers decide to buy or not to buy certain products. Hence, the dynamics of consumer behavior is very important to understand, either as an individual consumer, or as a business enterprise.

This course equips you, as Entrepreneurship students, with the knowledge necessary to understand markets and consumers and to apply that analysis in the design and promotion of winning products and services. The course work emphasizes the development of specific and practical marketing expertise and skills, including methods of market research, the psychology of consumers, and the business of marketing and advertising.

Our class will be divided into five (5) parts, to wit: 1) Consumer Behavior and Marketing Strategy, 2) Consumer Information Processing, 3) Consumer Decision-making, 4) Consumer Social Influences and Contemporary Strategies, and 5) Marketing Research. For each part, a group of Lessons will be included which will constitute one (1) Module for each Lesson. Your syllabus for the subject will be your guide for each of the lesson under each part.

It is expected that before enrolling in this subject, you already have the basic knowledge about marketing, especially on the topic about consumers. If you feel the need to refresh yourself on basic marketing concepts, please do so; however, if you are ready, let's proceed with the lessons.

In general, at the end of this class, you are expected to:

1. Explain the consumer behavior process
2. Articulate the process of market research
3. Utilize the consumer behavior concepts in the entrepreneurial process specifically on the marketing aspects;
4. Conduct a simple market research using the consumer behavior concepts
5. Appreciate the importance of consumers and the understanding of their purchase behavior in the conduct of business; and
6. Imbibe the value of market research process as a tool for successful marketing

Are you ready? Then let's proceed...