

## A. B. Freeman School of Business

### Course and Faculty Listings

#### CONSUMER BEHAVIOR/MARKETING

##### Professors

Victor J. Cook, Jr., PhD, University of Michigan, 1965.

William A. Mindak, PhD, University of Illinois, 1955.

Harish Sujjan, PhD, University of California at Los Angeles, 1983.

Mita Sujjan, *Malcolm Woldenberg Chair of Marketing*, PhD, University of California at Los Angeles, 1983.

##### Associate Professors

Edward C. Strong, PhD, Stanford University, 1972.

Jianan Wu, PhD, Pennsylvania State University, 1998.

##### Assistant Professors

Georgios A. Bakamitsos, PhD, Northwestern University, 2000

Manish Kacker, PhD, Northwestern University, 1998.

##### Clinical Professor

Deborah Delong, PhD, University of Nebraska, 1999.

#### CBMA 301 Consumer Behavior/Marketing Fundamentals

Prerequisites: MATH 114, ECON 101, and either PSYC 100, PSYC 101 or PSYC 102

This core class introduces students to the fundamental theoretical core concepts and techniques of marketing. The course surveys the role of the consumer in advertising, distribution channels, pricing and product policy decisions. Students will gain valuable consumer behavior-marketing experience by applying their newly acquired skills to real life cases.

#### CBMA 410 Consumer Behavior

Pre- or Corequisite: CBMA 301

This course examines the basic theories, concepts and findings in understanding the behavior of consumers in the market-place. The course is focused on understanding the cognitive and emotional factors that govern consumer decision making. The course draws substantially on real-world marketing stimuli to illustrate how the

success (or failure) of marketing strategies depending on their close correspondence to (or violation of) principles of consumer behavior.

#### CBMA 411 Market Research

Pre- or Corequisite: CBMA 301

This course helps organizations listen to and understand their consumers and markets. This course deals with the methods for the collection, analysis and interpretation of consumer and market information. The course familiarizes students with important concepts of consumer and market research and provides hands-on experience through real word field projects and cases.

#### CBMA 412 Sales Management

Pre- or Corequisite: CBMA 301.

Taught through lectures, cases and a simulation game, this course concerns the selection, motivation, compensation, job-assignment and supervision of salespeople. Salespeople are a primary channel of communication between the firm and the customer.

#### CBMA 455 Internship

Freeman School majors may elect to do a consumer behavior/marketing internship that will appear as a one-credit, 400-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The purpose of the internship must be to apply (within an ongoing business organization) the intellectual capital obtained from first-through third-year courses of the BSM program. Before registering for this course, the student must present a proposal describing how the proposed internship will meet the stated objectives and how the student will demonstrate that the objectives have been met. This proposal must be approved by the instructor before course registration. The student is responsible for locating the firm and arranging an internship position. This course is normally offered only during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

#### CBMA 457 Service Learning Internship

Freeman School majors may elect to do a consumer behavior/marketing service-learning internship that meets the Newcomb-Tulane College public service requirement for graduation; however, the credit does not apply towards major requirements for

a BSM degree. Interested students should consult with their academic advisers.

**CBMA 460      Cases in Consumer Behavior and  
Marketing Action**

Prerequisite: CBMA 301; Pre- or Corequisites: CBMA 410, CBMA 411, STRE 301.

Integrating materials across the consumer behavior/marketing curriculum, this capstone case course reviews and advances the understanding of consumer needs as they relate to effective marketing decisions on product, pricing, advertising, personal selling, sales promotion and distribution channels. It considers the contexts of global marketing, Internet marketing and not-for-profit marketing.