

A. B. Freeman School of Business

Course and Faculty Listings

CONSUMER BEHAVIOR/MARKETING

Professors

Harish Suján, Ph.D., University of California at Los Angeles, 1983.

Mita Suján, Malcolm Woldenberg Chair of Marketing, Ph.D., University of California at Los Angeles, 1983.

Assistant Professors

Georgios A. Bakamitsos, Ph.D., Northwestern University, 2000.

Manish Kacker, Ph.D., Northwestern University, 1998.

Professors of Practice

John Howard, Ph.D., Pennsylvania State University.

Mauricio Gonzales, Ph.D., Tulane University.

CBMA 301 Consumer Behavior/Marketing Fundamentals

Prerequisites: MATH 114, MATH 115, ECON 101, and either PSYC 100, PSYC 101 or PSYC 102; Junior standing or above. This course takes an analytical approach to the study of marketing problems of business firms and other types of organizations. Attention focuses on the influence of consumers, the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort

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 marketplace. 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 depends on the 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 world field projects and cases.

CBMA 412 Sales Management Pre- or Corequisite: CBMA 301

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

CBMA 413 International Marketing

Prerequisite: All 300-level core classes

CBMA 413 focuses on marketing management problems, techniques, and strategies necessary to incorporate marketing concepts into the framework of the world marketplace. It follows a multi-disciplinary approach to create a broad understanding of the subject matter, including concepts from sociology, political science, economics, and marketing. This class also considers contemporary issues including globalization and the impact of the Internet.

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.