

Colorado CTE Course – Scope and Sequence

Course Name	Consumer Behavior		Course Details	1.0	
			Course = 0.50 Carnegie Unit Credit		
Course Description	Explores the variables that affect consumer behavior in the marketplace and the implications of this knowledge for marketing decisions and strategies.				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered. Course aligns to the CCNS (MAR 2035) competencies. This course is built out on the state website. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.				
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Consumer Behavior Fundamentals		Analyze customer behavior Differentiate between consumer and organizational buying behavior		<ul style="list-style-type: none"> Define Consumer Behavior Interpret components of consumer behavior Identify how consumption plays a role in consumer behavior Articulate those who benefit from the study of consumer behavior 	FBLA: <ul style="list-style-type: none"> Organizational Leadership Advertising PBL: Marketing Analysis and Decision Making DECA: Marketing Career Cluster

<p>Psychological Nucleus</p>		<p>Discuss motivational theories that impact buying behavior</p> <p>Interpret analytical patterns to predict/analyze consumer behavior.</p>	<p>Discuss the internal (psychological) variables that shape the consumer decision process. Analyze what motivates customers to purchase one brand or product over another.</p>	<ul style="list-style-type: none"> • Summarize what is motivation. • Analyze different motivational theories as it relates to consumer behavior • Examine how emotion relates to consumer behavior • Reflect on the importance of perception as it relates to consumer memory and purchasing decisions • Identify types of exposure and assess the marketing implications. • Assess how attitude influences consumer behavior 	<p>FBLA:</p> <ul style="list-style-type: none"> • Organizational Leadership • Advertising <p>PBL: Marketing Analysis and Decision Making</p> <p>DECA: Marketing Career Cluster</p>
<p>The Consumer's Culture</p>		<p>Analyze and segment consumer behaviors in various markets</p> <p>Conduct segmentation studies to understand how to segment markets</p>	<p>Discuss the external (sociological) variables that shape the consumer decision process.</p>	<ul style="list-style-type: none"> • Examine the importance of culture and its impacts on consumer behavior. 	<p>FBLA:</p> <ul style="list-style-type: none"> • Organizational Leadership • Advertising • International Business

				<ul style="list-style-type: none"> • Compare and contrast consumer diversity within specific groups based upon demographics, social status, reference groups and household makeup. • Paraphrase what is psychographics and its impact on consumer behavior. 	<p>PBL: Marketing Analysis and Decision Making</p> <p>DECA: Marketing Career Cluster</p>
Infrastructure of Consumer Behavior		Track environmental changes that impact a business	Apply concepts and models from the behavioral sciences to the study of consumer actions.	<ul style="list-style-type: none"> • Illustrate how one's self concept and lifestyle is impacted by internal and external influences that lead through the consumer behavior decision process. 	<p>FBLA:</p> <ul style="list-style-type: none"> • Organizational Leadership • Advertising <p>PBL: Marketing Analysis and Decision Making</p> <p>DECA: Marketing Career Cluster</p>
The Process of Making Decisions		Analyze purchasing behavior	Apply the consumer decision making model to a purchase.	<ul style="list-style-type: none"> • Identify the steps to recognize a consumption problem. 	<p>FBLA:</p> <ul style="list-style-type: none"> • Organizational Leadership • Advertising

				<ul style="list-style-type: none"> • Define internal and external sources of information. • Summarize marketing strategies as it relates to information search patterns. • Determine evaluation criteria and assess their measurement. • Articulate how innovation, adoption, and diffusion factor in the decision and post purchase process. 	<p>PBL: Marketing Analysis and Decision Making DECA: Marketing Career Cluster</p>
Consumer Behavioral Outcomes		Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities	Create effective consumer communications.	<ul style="list-style-type: none"> • Develop promotional content for a product or service to a specific target market. 	<p>FBLA:</p> <ul style="list-style-type: none"> • Organizational Leadership • Advertising <p>PBL: Marketing Analysis and Decision Making DECA: Marketing Career Cluster</p>
			Demonstrate an understanding of consumer behavior is	<ul style="list-style-type: none"> • Present how the content created 	



		Employ product-mix strategies to meet customer expectations.	used to evaluate and develop more effective marketing strategies.	utilized consumer behavior marketing strategies.	
--	--	--	---	--	--