



## Colorado BMEF CTE Course – Scope and Sequence

| Course Name                                                                                                                                                                                                                                                                                                                        | Consumer Behavior                                                                                                                                                                                                                                                                                                                    | Course Details                                                                                                                                                                                                   | Credits = .5 (Semester)<br><br>Level 3                                                  |                                                              |                                                                                                                                                 |
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|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                      | Course = 0.50<br>Carnegie Unit Credit                                                                                                                                                                            |                                                                                         |                                                              |                                                                                                                                                 |
| Course Description                                                                                                                                                                                                                                                                                                                 | Enables the student to understand 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 competencies are covered. This course is aligned to the <a href="#">CCNS</a> (MAR 2035). Please contact your local community college partner for credit options. |                                                                                                                                                                                                                  |                                                                                         |                                                              |                                                                                                                                                 |
| SCED Identification #<br>12167                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                      | 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 <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a> |                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                  |                                                                                         |                                                              |                                                                                                                                                 |
| Instructional Unit Topic                                                                                                                                                                                                                                                                                                           | Suggested Length of Instruction                                                                                                                                                                                                                                                                                                      | CTE or Academic Standard Alignment                                                                                                                                                                               | Competency / Performance Indicator                                                      | Outcome / Measurement                                        | CTSO Integration                                                                                                                                |
| Internal Influences on Consumer Behavior                                                                                                                                                                                                                                                                                           | Semester long                                                                                                                                                                                                                                                                                                                        | Standard:<br>Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making                                            | Discuss the internal (psychological) variables that shape the consumer decision process | Understand the psychological framework                       | <b>FBLA:</b><br>Advertising, Introduction to Business<br><br><b>DECA:</b><br>Business Operations Research, Integrated Marketing Campaign Events |
| External Influences on Consumer Behavior                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                      | Standard:<br>Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience                                                                                  | Discuss the external (sociological) variables that shape the consumer decision process  | Analyze the psychological factors of the consumer experience | <b>FBLA:</b><br>Advertising, Introduction to Business, Marketing                                                                                |

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|                                                                           |  |                                                                          |                                                                                                                                                                         |                                                                                                                                                                                                                                               | <b>DECA:</b><br>Business Operations<br>Research, Integrated<br>Marketing Campaign<br>Events                                                                                              |
| <b>Consumer<br/>Decision Making<br/>Process</b>                           |  | Analyze and segment consumer<br>behaviors in various markets             | Apply concepts and<br>models from the<br>behavioral sciences to the<br>study of consumer<br>actions<br><br>Apply the consumer<br>decision making model to<br>a purchase | a. Analyze consumer<br>experiences<br>b. Setting Strategic Objectives<br>for the Distribution<br>Channel<br>c. Choosing Advertising<br>and Promotions based<br>on consumer insight                                                            | <b>FBLA:</b><br>Advertising,<br>Introduction to<br>Business, Marketing<br><br><b>DECA:</b><br>Business Operations<br>Research, Integrated<br>Marketing Campaign<br>Events                |
| <b>Applying<br/>Consumer<br/>Behavior to<br/>Marketing<br/>Decisions</b>  |  | Interpret analytical patterns to<br>predict/analyze consumer<br>behavior | Analyze what motivates<br>customers<br>to purchase one brand or<br>product over another                                                                                 | a. Creating brand identities<br>b. Applying the framework to<br>a business to<br>business problems<br>c. Engaging consumers by<br>creating rich experiences<br>d. Creating Brand Identities<br>e. Doing research to gain<br>consumer insights | <b>FBLA:</b><br>Advertising,<br>Introduction to<br>Business, Marketing<br><br><b>DECA:</b><br>Business Operations<br>Research, Integrated<br>Marketing Campaign<br>Events                |
| <b>Applying<br/>Consumer<br/>Behavior to<br/>Marketing<br/>Strategies</b> |  | Utilize planning tools to<br>guide marketing's activities.               | Create more effective<br>consumer<br>communications                                                                                                                     | a. Psychology of Pricing<br>b. Need for consistency<br>c. Improving negative brand<br>image                                                                                                                                                   | <b>FBLA:</b><br>Advertising,<br>Introduction to<br>Business, Social Media<br>Campaign<br><br><b>DECA:</b><br>Business Operations<br>Research, Integrated<br>Marketing Campaign<br>Events |

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|  |  |  | Demonstrate how an understanding of consumer behavior is used to evaluate and develop more effective marketing strategies | Understand the integration of key principles | <b>FBLA:</b><br>Advertising, Introduction to Business, Marketing, Social Media Campaign<br><br><b>DECA:</b><br>Business Operations Research, Integrated Marketing Campaign Events |
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## Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

### Reading, Writing, & Communicating

#### Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

#### Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.

- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

**Standard 4: Research Inquiry and Design**

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

*Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.*