



Colorado CTE Course – Scope and Sequence

Course Name	Consumer Behavior		Course Details	.5	
			Course = 0.50 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 CCNS (MAR 235). Please contact your local community college partner for credit options.				
SCED Identification #	12167	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allow 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
Internal Influences on Consumer Behavior	Semester long	Standard: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist	Discuss the internal (psychological) variables that shape the consumer decision process	Understand the psychological framework	FBLA: Advertising, Introduction to Business DECA: Business Operations Research, Integrated

		business decision-making			Marketing Campaign Events
External Influences on Consumer Behavior		Standard: 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	FBLA: Advertising, Introduction to Business, Marketing DECA: Business Operations Research, Integrated Marketing Campaign Events
Consumer Decision Making Process		Analyze and segment consumer behaviors in various markets	Apply concepts and models from the behavioral sciences to the study of consumer actions Apply the consumer decision making model to a purchase	<ul style="list-style-type: none"> Analyze consumer experiences Setting Strategic Objectives for the Distribution Channel Choosing Advertising and Promotions based on consumer insight 	FBLA: Advertising, Introduction to Business, Marketing DECA: Business Operations Research, Integrated Marketing Campaign Events
Applying Consumer Behavior to Marketing Decisions		Interpret analytical patterns to predict/analyze consumer behavior	Analyze what motivates customers to purchase one brand or product over another	<ul style="list-style-type: none"> Creating brand identities Applying the framework to a 	FBLA: Advertising, Introduction to Business, Marketing

				business to business problems <ul style="list-style-type: none"> • Engaging consumers by creating rich experiences • Creating Brand Identities • Doing research to gain consumer insights 	DECA: Business Operations Research, Integrated Marketing Campaign Events
Applying Consumer Behavior to Marketing Strategies		Utilize planning tools to guide marketing's activities.	<u>Create</u> more effective consumer communications	<ul style="list-style-type: none"> • Psychology of Pricing • Need for consistency • Improving negative brand image 	FBLA: Advertising, Introduction to Business, Social Media Campaign DECA: Business Operations Research, Integrated Marketing Campaign Events
			Demonstrate how an understanding of consumer behavior is used to evaluate and develop more effective marketing strategies	<ul style="list-style-type: none"> • understand the integration of key principles 	FBLA: Advertising, Introduction to Business, Marketing, Social Media Campaign DECA:



					Business Operations Research, Integrated Marketing Campaign Events
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