



UNIVERSITI TEKNOLOGI MARA

DGM551: CONSUMER TECHNOLOGY BEHAVIOR

Course Name (English)	CONSUMER TECHNOLOGY BEHAVIOR APPROVED		
Course Code	DGM551		
MQF Credit			
Course Description	The course will enhance knowledge on identifying and understanding consumer behavior in decision making, ethics and attitudes through technology purchase, promotion and product. The aim of this course is to review the knowledge in the issue related to consumer behavior as well as to give students opportunity to decide wisely the best decision for developing marketing strategies in satisfying the customers' needs in purchasing.		
Transferable Skills	Students are able to work effectively as a group, applying a role as a leader, good in communication skills, able to collect and analyze information and enhance creativity thinking.		
Teaching Methodologies	Lectures, Blended Learning, Presentation, Self-directed Learning, Computer Aided Learning		
CLO	CLO1 Apply the concept of consumption behavior through developing marketing strategies in Consumer Technology Behavior. (C3) CLO2 Discuss human behavior and ethics in Consumer Technology Behavior. (A2) CLO3 Measure the impact of Consumer Technology Behavior solutions through collaborative work with community. (P3)		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Reference Book Resources</td><td>• Solomon, Michael R 2018, <i>Consumer Behavior: Buying, Having, and Being</i>, 12th Ed., Pearson Education International</td></tr></table>	Reference Book Resources	• Solomon, Michael R 2018, <i>Consumer Behavior: Buying, Having, and Being</i> , 12th Ed., Pearson Education International
Reference Book Resources	• Solomon, Michael R 2018, <i>Consumer Behavior: Buying, Having, and Being</i> , 12th Ed., Pearson Education International		
Article/Paper List	This Course does not have any article/paper resources		
Other References	• Book Schiffman L., Wisenblit J 2015, <i>Consumer Behavior</i> , Pearson Education Inc		