# Consumer Behavior – Links to materials

Syllabus [Syllabus MKTG 4864](https://westga.campusconcourse.com/view_syllabus?course_id=48304)

# Module 1

Module 1 Study Guide [Module 1\_ Study Guide.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/ETz8_kKZZpxLkcJ8VDEhLKkBFRmhOdcuBxNbUCtR1srDbg?e=8BrFMP)

Chapter 1 [M1 Ch1 Cultural influences on consumer behavior.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EWHgEZ2HW05BjlrdBigmh6QB5RSv4nOrAnRpor48iDJnPQ?e=HM5HFN)

Chapter 2 [M1 Ch2 Demographics and Social Stratification.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EZiQXUKfgYBCmKNV7_OE4ZUB7B2UcfjwZkDqBlIMRXvbBg?e=Dhfo05)

Chapter 3 [M1 Ch3 Family and Household.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EUxhM5ulxWhKpD35bVxZmYwBmCcKJE84xzFsR0msgQi4Vw?e=QBzsnD)

Chapter 4 [M1 Ch4 Group Influences.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EaYr_btBzTdOn0WrQXsrKaABZ55mlEQf6B_rb9Ec2pR9gg?e=Z9Sn5I)

Assignment 1 [Assignment 1\_ External Influences](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EU0UOsf4DG1EhQZANCzxFXcBIJgibGXUu4A2CbNqrDmxNg?e=hM7Mro)

# Module 2

Module 2 Study Guide [Module 2\_ Study Guide - Copy.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/Eetf_H0X4rFInw40j_nGnQEBGa9VqIEg4Y9lJnTp5Zfzhw?e=RmZB1F)

Chapter 5 [M2 Ch 5 Perception.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/ERMjjG8dmdlAtNyWQHg5RCQBzbMKOwbhphFN6REDlWnXUA?e=vvkqHh)

Chapter 6 [M2 Ch 6 Learning and Memory.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EYaxZMOQe_5JiOnQmTUIQtkB8LA-hcauNk3rG3UEHRh8ng?e=sp9kTM)

Chapter 7 [M2 Ch 7 Motivation Perception Emotion.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EfmTs2j0Zv5KhjOzsMoQ2UsB8w3j7eNmJa0je-sIBAFDlg?e=ldcM9E)

Chapter 8 [M2 Ch 8 Attitudes.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/ETKTx_x-ly1MrKZqGL75umUB68H0rbboAqTDY4AtTIsMzQ?e=wehD0o)

Chapter 9 [M2 Ch 9 Self-concept and lifestyle.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EQZNGkAlCohKk5jnPUpPufgBHuXpkIMX3alLyGMfj5EkAA?e=QAGBCi)

Assignment 2 [Assignment 2\_ Internal Influences](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/Ed9-hRIebl1Ml4qastU6xnUBopyWnUPCzDDo8zEOlpV5FA?e=glTI20)

# Module 3

Module 3 Study Guide [Module 2\_ Study Guide - Copy.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/Eetf_H0X4rFInw40j_nGnQEBGa9VqIEg4Y9lJnTp5Zfzhw?e=Ec4l3h)

Chapter 10 [M3 Ch 10 Situational influences.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EYBzu7U-OM5CoqcVV-mXvAEBTS_SrcZhzNvB4kBTfK0Qvg?e=Cbikch)

Chapter 11 [M3 Ch 11 Problem Recognition.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/ES_027HyWQNIpkqKhuj6iW8BB_BYoHpqDlkuISldeQfyZg?e=Spw0Yr)

Chapter 12 [M3 Ch 12 Information Search.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EYngaRR-NGBHhewKYL4aVIIBx_-pth8Ydn_RDt81vXBwKw?e=jgGXAN)

Chapter 13 [M3 Ch 13 Alternative Evaluation and Selection.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EbWnvPwIOTdHhfdS4lo75UQBwTSBp2-xqcH8KKbQuSjAyw?e=edPMpO)

Chapter 14 [M3 Ch 14 Outlet selection and purchase.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/ES8-x3y9H-RNjN9oxji4ajwBE3DQreOwVD3JDBCgKsklDw?e=FDu8MS)

Chapter 15 [M3 Ch 15 Postpurchase.docx](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EeNcrOQ9S9ZKtKEP6r3V5qgBZAxU2KLLjNBj1L_ekue2Bg?e=ErEpWf)

Assignment 3 [Assignment 3\_ Consumer Decision-making Process](https://westga365-my.sharepoint.com/:w:/g/personal/achwialk_westga_edu/EegQ0y-tufBPhK3twNxzA8oBaU-_bw0nxyvIFZTP4ixFag?e=yIhB2d)