

A NEW PERSPECTIVE ON THE CONTENTS OF THE  
UNDERGRADUATE CONSUMER BEHAVIOR CLASS

Lynn Langmeyer, Department of Marketing,  
Wright State University, Dayton, Ohio

The author, from her personal perspective, discusses the current state-of-the-art of the content and teaching methods found in the majority of undergraduate consumer behavior classes.

Her discussion includes mention of what is being taught, who is teaching it, how it's being taught, why it's being taught and why students are taking a course titled "Consumer Behavior."

She proposes "heretical" and "revolutionary" changes in the contents and teaching method of the undergraduate consumer behavior class. She not only explains how the course should and could be taught but also gives examples of her approach. The implementation of an innovation is not without its difficulties: these are enumerated and elaborated.

The paper ends with an answer to the question, "Why do it anyway?"