

**MKT 2260: Introduction to Consumer Behavior****General Information:**

Term: 2019 Summer Session	Class Sessions Per Week: 5
Instructor: Staff	Total Weeks: 5
Language of Instruction: English	Total Class Sessions: 25
Classroom: TBA	Class Session Length (minutes): 120
Office hours: TBA	Credit Hours: 4

Course Description:

This course explores the roots of consumer behavior from a managerial perspective, drawing on the disciplines of psychology, sociology, and anthropology. It provides insights into the underlying motivation, influences, and processes affecting consumption behavior. It examines relevant behavioral science theories/frameworks and their usefulness in formulating and evaluating marketing strategies. Topics include perception, learning, communication, cognition, memory, motivation, and attitudes of consumers.

Course Materials:

Consumer Behavior—Buying, Having, and Being, Michael R. Solomon, 12th edition

Course Format and Requirements:

Class time will be used for a combination of lectures, class discussions, and student presentations.



Attendance at lectures is vital to get a thorough understanding of the material, but I will not check-up on you by circulating an attendance roster. Good attendance will be rewarded, however, in that all quiz questions and most exam questions will be drawn from the lectures. Furthermore, only those who attend class can earn points for participation.

Course Assignments:

Quizzes

Throughout the semester, students will have seven in-class quizzes. The formats include multiple choices and True/False. Two lowest grades of the semester will be dropped. Quizzes cannot be made up. Please be sure to bring a calculator.

Individual Presentation

Each student will be randomly assigned to a class (date), and will give a 5-minute presentation on any topic, as long as it is educational and relevant to one of the themes covered in class the week before, subject to the instructor's approval.

Presentations must not include offensive material and should not be similar to other presentations on that theme (on a first-come first served basis). They can be based, for instance, on a personal experience, an interesting observation, an actual business case, an advertising/promotional campaign, or a new business idea.

Presentations must be original and reflect a student's own thoughts and ideas.

Group Project

You will be assigned to groups of 3-4 people (group size depends on the number of people in the class) to present each side of a case that will be taken from the latest headlines in marketing/business. The presentations will be 20 minutes for each side, maximum.



The grade will depend on the arguments that students make:

- Use consumer behavior principles to make your argument.
- Clarity of argument: The arguments should follow logically and should lead smoothly to the overall point you are making.
- Answer obvious counterarguments, preferably using consumer behavior principles.
- Be succinct and clear in your presentation.

Exams

The two midterm exams and final exams will consist of objective questions in multiple choice, short answers, and/or essays.

Course Assessment:

Quizzes	10%
Individual Presentation	10%
Group Project	15%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
Total	100%

Grading Scale (percentage):

A+	98-100
A	93-97
A-	90-92



B+	88-89
B	83-87
B-	80-82
C+	78-79
C	73-77
C-	70-72
D+	68-69
D	63-67
D-	60-62
F	Below 60

Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Beijing University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.



Course Schedule:

The course has 25 class sessions in total. Each session is 120 minutes in length.

Class 1 Course Overview Go through syllabus Introduction to Consumer Behavior
Class 2 Consumer Behavior Research Methods Perception
Class 3 Comprehension Learning Memory
Class 4 <u>Quiz 1</u> Motivation and Affect Attitudes and Attitude Formation
Class 5 Motivation and Affect Attitudes and Attitude Formation (Cont.) Attitude Change: Learning



Class 6

Quiz 2

Attitude Change:

Persuasion

Attitude Change:

Self-Persuasion

Class 7

Attitude Change:

Self-Persuasion (Cont.);

Exam Review

Class 8

EXAM 1

Class 9

Multi-attribute Attitude Models

Decision Making: Introduction

Class 10

Quiz 3

Decision Making: Introduction (Cont.)

Stages

Consumer Judgment

Class 11

Consumer Judgment (Cont.)

Consumer Choice



The Consumer Self
Class 12 Personality Lifestyles Values More Consumer Judgment and Choice
Class 13 Social Influence and Decisions: Conformity Pressures and Power Group Project Instructions Distributed
Class 14 Social Influence and Decisions Social and Cultural Influences
Class 15 <u>Quiz 4</u> Group, Organizational, and Family Decisions Decisions about Consumption
Class 16 Satisfaction and Disposal Exam Review
Class 17 <u>EXAM 2</u>
Class 18



Psychographics and Geo-demography Social Marketing Changing people's minds Group Project In-class Discussion
Class 19 <u>Quiz 5</u> Segmentation Product Positioning Consumer Behavior
Class 20 Branding
Class 21 <u>Quiz 6</u> Buying Disposing Pricing and Behavioral Finance
Class 22 Buying Disposing Pricing and Behavioral Finance (Cont.)
Class 23 <u>Quiz 7</u> Green marketing



Ethical attributes
Class 24 <u>Group Presentations</u>
Class 25 <u>Group Presentations</u> Comments, feedback and summary Review for Final
<u>Final Exam (Cumulative): TBA</u>