

CONSUMER BEHAVIOR - MAR 3503

Instructor: Charis (Xiang) Li
Fall 2016

Office hours: STZ 255A, Thurs. 4:00 – 6:00 Email: charis.li@warrington.ufl.edu
(or by appointment)

Class: HVNR 240
Section 2948: TR 1:55 – 3:50 (Periods 7 & 8)

Textbooks: *Consumer Behavior: Buying, Having, and Being* (10th Edition), by Michael R. Solomon, published by Pearson/Prentice Hall. Two copies of the text are on reserve at Library West.

Class website: Log in via e-Learning in CANVAS at <https://lss.at.ufl.edu/>

Communication: Please send all course-related communications to me via my email address posted above. Please use the format “MAR3503 - *First and last name - Question*” as your email subject.

PURPOSE OF COURSE:

Making good business decisions requires an understanding of the consumer. Failure to adequately consider the factors and forces shaping consumer behavior has led to many ill-fated business strategies. Conversely, many well-known companies have shown that a detailed understanding of consumers can serve as a long-term competitive advantage. In this class, we are going to examine research in psychology, marketing, and related fields in order to learn why consumers behave in the ways that they do.

As a business manager, you will need to be able to (1) ask appropriate questions about the factors affecting consumer behavior, (2) provide accurate predictions of how consumer behavior will change with various changes in marketing strategy, and (3) test your behavioral predictions. To help you develop these abilities, this class will examine prominent theories in psychology and other disciplines that relate to consumer behavior and evidence that can be used to test and further refine those theories.

A vital component of the course will be a focus on the research process. We will not only examine what is known about consumer behavior, but we will also explore how researchers have arrived at these conclusions. Doing so will help you develop the skills necessary to critically evaluate and conduct your own targeted behavioral research.

COURSE GOALS

Upon completing this class, you should:

- Have an appreciation of the many factors that influence consumer behavior.
- Be familiar with some of the prominent theories that comprise consumer psychology.
- Be able to formulate and answer questions about consumer behavior.
- Be able to relate your conclusions to actionable marketing strategy.

LEARNING OBJECTIVES:

In this class, you will understand/develop:

- Consumer behavior: Develop an understanding of consumer behavior through learning about concepts and theories including perception, memory, attitudes, motivation, and decision making.
- Critical thinking skills: Incorporate observations and learned theories to develop hypotheses about consumer behavior.
- Problem solving skills: Design research methods, collect observational, correlational, and experimental data, and analyze these data to test your hypotheses.
- Managerial applications: Develop marketing strategies based on the behavioral insights you have learned.
- Communications and team-working skills: Work closely with a team to complete a series of three related projects examining consumer behavior and its implications for a given product, service or industry.

COURSE FORMAT AND EXPECTATIONS

The course will be a mix of lecture, large-group discussion, and small-group discussion. Everyone's thoughtful participation is required to make the discussions productive, but I hope that even the lectures will be interactive. As such, I expect you to attend each class and to be prepared. Prior to class, you should complete the assigned reading, noting the questions that you have. You should also think about how the reading fits with the topics covered to date, and try to recall recent marketing examples that demonstrate awareness (or ignorance!) of the principles addressed in the readings.

"Noteshells," or outlines, are available for each lecture. You may print them from the course website. Bring these noteshells to each class – extra copies will not be available in class after the first few days. These noteshells will help you keep track of the main points and key terms, and the lectures will assume that you have the noteshells in front of you. I hope you find the noteshells useful, but please realize that they contain only a subset of the material presented in class. They often do not contain critical examples or explanations. Please do not rely only on the noteshells to help you remember all of the details covered in class; they are in no way a substitute for attendance and careful, detailed note-taking.

EVALUATION

Your grade will be based upon the following criteria, described in more detail below:

3 Exams (50 points each)	150 points
3 Team Assignments (20, 50, 30 points each)	100 points
3 Quizzes (10 points each)	30 points
Class Participation	20 points

Total possible points 300 points

Letter grades will be assigned as follows:

Point range	Grade range
270 - 300 points	A
240 - 269 points	B
210 - 239 points	C
180 - 209 points	D
Below 180 points	E

Plus grades will be given to students who receive points in a top 1/3rd of a point range (e.g., 259 – 269 for a B+) and one in the bottom 1/3rd of a point range will receive a minus (e.g., 240 – 249 for a B-). Borderline students may receive the next higher grade if they have made a concerted effort to master class material.

Grades are translated into grade points by the University Registrar according to guidelines posted here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx#calculating>

Exams

Three exams will be given in class (see p. 5 and 6 for dates). The second exam is not cumulative, but it will pre-suppose an understanding of topics covered on the first exam. The third exam may be “partially cumulative”; if so, I will let you know which additional topics it will cover. There will be no separate final exam given in the exam period.

All exams are closed-book, and they will draw from lectures, discussions, and readings. The exams will have a range of question types, such as multiple choice, one-word answer, short answer, and longer answer. The exams are designed to be rigorous: they will require you to integrate and synthesize the material in order to solve new and challenging problems. More specific information will be given prior to each exam to help you prepare.

Quizzes

The three quizzes will signal to me whether you are keeping up with the material between exams. In addition, the quizzes will help you by providing feedback on your progress and by giving you practice with questions like those you will find on the exams. You may use your notes or book for the quizzes. As they are open-book, these quizzes should not pose a problem for you if you have been attending class regularly and have been making sure you understand the material. Quiz questions will be multiple choice or short answer.

Team Assignments

Team assignments are designed to give you working experience with the research process. There are three team assignments that are integrated into a single overall project. These assignments will involve formulating research questions, planning and executing experiments, analyzing data, and developing marketing strategy on the basis of the results. You will also learn to manage tasks in a group setting, and communicate ideas both orally and in writing. You will receive a separate handout detailing the team assignment. For each assignment, you will turn in a written report. In addition, you will be asked to present a summary of your results across the three assignments to the class at the end of the course. *Grading:* Your group grade will reflect the quality of the report and the presentation. Your individual grade may be adjusted by other members’ assessments of your efforts.

Class Participation

You can earn a total of 20 points through class participation.

- 10 points will be 5-minute in-class sharing of a curious research report/news/observation related to consumer behavior. The first 5 minutes of each class period will be dedicated to one student sharing her/his thoughts. Each student does this one time throughout the semester.
- The other 10 points will be based on general class attendance, preparation, and thoughtful contribution. Contributions may come through accurately explaining a topic, adding relevant points or personal experience to a topic, or asking insightful questions. However, speaking out of turn or raising points that do not relate to the discussion at hand may cause me to lower your class participation score. Being late or allowing your cell phone to disrupt class may also negatively

affect your class participation score. I may occasionally offer some of these participation points for successful completion of simple in- or out-of-class assignments. If you are not present for an in-class participation assignment, you cannot earn credit for it.

Extra Credit

Most quizzes and exams will offer a few extra credit questions. There will not be any opportunities to receive additional extra credit by completing extra papers or projects at the end of the semester. With this in mind, it would be wise for you to take advantage of extra credit whenever it is offered.

IMPORTANT COURSE POLICIES

Attendance

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.

On-time completion of work

Exams and Quizzes. If an emergency will cause you to miss an exam or a quiz, you must contact me before the exam or quiz to arrange for a make-up. Making up an exam requires written documentation as to the reason for the absence. If you do not notify me in advance about missing an exam or quiz, you will be assigned a 0 for the exam or quiz. No early exams or quizzes will be given.

Written assignments. Please turn in written assignments on time. All formatting and proofreading should happen before the assignment is due. Should Canvas malfunction at the last minute, you may email me your assignment directly to my email, but please try to avoid this. Assignments will lose 1 point for every day that they are late.

Incompletes. Final grades of “incomplete” will only be given in the event of exceptional extenuating circumstances, and only when the incomplete is arranged before classes end. Incompletes will not be awarded to allow “re-takes” of the course for an improved grade. See the Undergraduate Catalog for details of the official policy.

Students with disabilities

If you are requesting accommodations for any aspect of this class, please first register with the Dean of Students Office. The Dean of Students Office will provide you with documentation, which you should then provide to me. I am happy to make any necessary accommodations.

Academic honesty

All work submitted in this class must be your own. Cheating, plagiarizing, gaining unfair advantages over others, or otherwise violating the University of Florida Academic Honesty Guidelines will NOT be tolerated. Any and all such violations will result, at minimum, in a failing grade for the assignment, exam, or quiz, and will be handled according to University policy. If you have any questions about this policy or about what constitutes proper conduct, please see me as soon as the questions arise.

Lateness, cell phones, text messaging, and laptops

Being late to class and letting your phone ring during class are disruptions that are a nuisance to everyone – and they are easily avoided. Please be on time, and when you arrive, turn off anything that may beep,

ring, play music, sing, yodel, quack, or chirp! Laptop and tablet use is not permitted during class except for cases when I explicitly ask you to use them for demonstration or practice purposes. Please also refrain from text messaging in class. Not only do I notice these disruptive practices, your fellow classmates do, too.

A final note

Most of this syllabus is necessarily formal, but the class sessions need not be. I hope this course is interesting and inspiring for everyone. In addition to being important to marketing, consumer behavior consists of many topics to which we all, as consumers, can relate. I encourage everyone to bring up relevant examples and to ask questions at any point.

Course Schedule

(Amount of time spent on each topic may change slightly.)

Date	Topic	Read for Class
Part 1: Introduction		
Tues., Aug. 23	Introduction to Consumer Behavior	(no reading)
Thurs., Aug. 25	Consumer Behavior Research Methods	Chapter 1
Part 2: Pre-Decision Processes		
Tues., Aug. 30	Exposure and Attention	Chapter 2
Thurs., Sep. 1	Perception and Comprehension <i>Select topics for team assignment (due Sun., Sep.4)</i>	Chapter 2, continued
Tues., Sep. 6	Memory	Chapter 3 (p. 94 – end)
Thurs., Sep. 8	Attitudes and Attitude Formation	Chapter 7 (through p. 263)
Tues., Sep. 13	Attitude Change: Learning QUIZ 1	Chapter 3 (through p. 94)
Thurs., Sep. 15	Attitude Change: Persuasion	Chapter 7 (p. 264 – end)
Tues., Sep. 20	Attitude Change: Self-Persuasion Team Assignment #1 Due	(no reading)
Thurs., Sep. 22	Exam 1 Review	
Tues., Sep. 27	EXAM 1 (in class) <i>Exam covers part 1 and part 2.</i>	
Part 3: Consumer Decision Processes		
Thurs., Sep. 29	Decision Making: Introduction, Stages, and Consumer Judgment	Chapter 8
Tues., Oct. 4	Consumer Choice	(no reading)
Thurs., Oct. 6	More Consumer Judgment and Choice	Chapter 8, continued
Tues., Oct. 11	Decisions about Consumption, Satisfaction, and Disposal	Chapter 9 (p. 354 – end)
Thurs., Oct. 13	Social Influence and Decisions: Conformity Pressures and Power	Chapter 11
Tues., Oct. 18	Social Influence and Decisions: Reference Groups and Word of Mouth	Chapter 11, continued

Date	Topic	Read for Class
Thurs., Oct. 20	Group, Organizational, and Family Decisions QUIZ 2	Chapter 10
Tues., Oct. 25	No lecture. Time to work on Team Assignment #2	
Thurs., Oct. 27	No lecture. Time to work on Team Assignment #2 Team Assignment #2 Due at midnight	
Tues., Nov. 1	Exam 2 Review	
Thurs., Nov. 3	EXAM 2 (in class) <i>Exam covers part 3.</i>	
Part 4: Differences Between Consumers		
Tues., Nov. 8	Personality and Motivation	Chapter 6 (through p. 227), Chapter 4 (through p. 129 and p. 138-143)
Thurs., Nov. 10	Psychographics and Geodemography	Chapter 6 (p. 227 – end)
Tues., Nov. 15	Segmentation I: Intranational Segmentation QUIZ 3	Chapter 13 and Chapter 12 (p. 447-462) <i>(all of Chapter 12 may be useful for reference)</i>
Thurs., Nov. 17	Segmentation II: International Segmentation	Chapter 4 (p. 147 – end) Chapter 14 (through p. 545) <i>(all of Ch 14 may be useful for reference)</i>
Tues., Nov. 22	Exam 3 Review Team Assignment #3 Due	
Thurs., Nov. 24	Thanksgiving break. No class.	
Part 5: Final Evaluations		
Tues., Nov. 29	Team Project Presentation I	
Thurs., Dec. 2	Team Project Presentation II	
Tues., Dec. 6	EXAM 3 (in class) <i>Exam covers parts 4 as well as selected topics to be announced.</i>	