

MAR3503: CONSUMER BEHAVIOR

Class Meeting Times: Monday & Wednesday 11:45 am – 1:40 pm (M W periods 5-6)

Class Location: Heavener Hall 240 (HVNR 240)

Course Instructor: Joshua Kim

Office: Stuzin Hall 255A

Office Hours: TBA & By appointment.

Email: joshua.kim@warrington.ufl.edu

Textbook: *Consumer Behavior: Buying, Having, and Being* (12th Edition), by Michael R. Solomon, published by Pearson. Copies of the text are on reserve at Library West.

COURSE DESCRIPTION AND GOALS

A successful marketing strategy must be built around an understanding of consumers. Even the most intricate strategy runs the risk of being useless if it ignores some fundamental facts about how people perceive and process information, make decisions, and form attitudes. Using lectures, examples, and discussions, this course will build upon research in psychology, marketing, and other social sciences to help you understand why consumers act as they do. As we learn how to characterize and predict consumer behavior, we will discuss implications for designing and implementing marketing strategies.

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. This should help you better understand the topics we cover and should also leave you better prepared to critically evaluate (and perhaps conduct) consumer research in the future.

Specifically, completion of this course will provide you with:

- A foundation in basic consumer psychology.
- An understanding of the numerous variables that comprise and affect consumer behavior.
- Insight into how to investigate consumer behavior.
- Insight into the strategies that are most likely to reach, inform, and persuade consumers.
- Insight into the consumers who surround you, such as your friends, your family, and yourself.

STUDENT LEARNING OUTCOMES

This course addresses the following “student learning outcomes” for the marketing major:

- Consumer behavior: Students will develop an understanding of consumer motivations and decision processes.
- Market segmentation: Students will develop an understanding of the traditional bases for segmentation and how segmentation can inform marketing strategy.
- Communications skills: Students will effectively produce, interpret, and analyze written text, oral messages, and multi-media presentations used in business.
- Critical thinking skills: Students will apply their substantive knowledge to marketing situations (cases, scenarios) in an analytic manner.

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.

EVALUATION

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

3 Exams (60 points each)	180 points
2 Quizzes (10 points each)	20 points
1 Consumer Behavior Assignment	20 points
1 Group Project (written report and presentation)	30 points
Class Participation	10 points

Total possible points 260 points

Letter grades will be assigned as follows:

If you earn at least:	You will earn a grade of:
239 points	A
234 points	A-
229 points	B+
213 points	B
208 points	B-
203 points	C+
187 points	C
182 points	C-
177 points	D+
161 points	D
156 points	D-

Scores below 156 points will result in an E.

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 and third exams will be cumulative, but they will mainly test knowledge of material covered after the most recent exam. 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 test the depth of your knowledge and hence may include questions that ask you to apply, 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 two 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.

Assignments and Projects

You will complete one individual assignment and one group project. In both cases, you will gain experience with the course material by developing strategies for researching consumer behavior. You will also gain practice communicating your ideas clearly and concisely. More specific instructions and grading criteria will be given for each assignment. You are responsible for remembering when the assignments are due.

About the group project: Groups will design and implement a consumer research project, and they will communicate their findings in a written report and an oral presentation. I will divide the class into groups, but you will have some input into those divisions. It is your responsibility to develop a mutually convenient plan to work together. 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 up to 10 points for class participation. Attending class and being prepared is necessary to get the full set of points, but it is not sufficient. I am looking for you to give thoughtful contributions and examples. Points will be assigned based on the quality, not the quantity, of your contributions.

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 most quiz and 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 printing, stapling, and proofreading should happen before the assignment is due. Should your printer break at the last minute, you may email me your assignment before class, 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. <<https://www.dso.ufl.edu/drc>>

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.

<<https://www.dso.ufl.edu/sccr/honorcode.php>>

A final note

Most of this syllabus is necessarily formal, but the class sessions need not be. The class should be engaging and interesting 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

This outline is tentative, and the topics and readings are subject to change.

Date	Topic	Read for Class
Part 1: Introduction		
Mon, Aug. 22	Introduction to Consumer Behavior	(no reading)
Wed, Aug. 24	Consumer Behavior Research Methods	Chapter 1
Part 2: Pre-Decision Processes		
Mon, Aug. 29	Exposure and Attention <i>Written Assignment Instructions Distributed</i>	Chapter 2
Wed, Aug. 31	Perception and Comprehension	Chapter 2, continued
Mon, Sept. 5	Labor Day	No Class
Wed, Sept. 7	Memory	Chapter 3 (p. 94 – end)
Mon, Sept. 12	Attitudes and Attitude Formation	Chapter 7 (through p. 263)
Wed, Sept. 14	Attitude Change: Learning QUIZ 1 and Individual Written Assignment Due	Chapter 3 (through p. 94)
Mon, Sept. 19	Attitude Change: Persuasion	Chapter 7 (p. 264 – end)
Wed, Sept. 21	Attitude Change: Self-Persuasion	Self-study
Mon, Sept. 26	Exam Review	Self-study
Wed, Sept. 28	EXAM 1 (in class) <i>Exam covers part 1 and part 2.</i>	Self-study
Part 3: Consumer Decision Processes		
Mon, Oct. 3	Decision Making: Introduction, Stages, and Consumer Judgment	Chapter 8
Wed, Oct. 5	Consumer Choice	Self-study
Mon, Oct. 10	More Consumer Judgment and Choice	Chapter 8, continued
Wed, Oct. 12	Social Influence and Decisions: Conformity Pressures and Power <i>Group Project Instructions Distributed</i>	Chapter 11

Mon, Oct. 17	Social Influence and Decisions: Reference Groups and Word of Mouth	Chapter 11, continued
Wed, Oct. 19	Group, Organizational, and Family Decisions QUIZ 2	Chapter 10
Mon, Oct. 24	Decisions about Consumption, Satisfaction, and Disposal	Chapter 9 (p. 354 – end)
Wed, Oct. 26	Exam Review	Self-study
Mon, Oct. 31	EXAM 2 (in class) <i>Exam covers part 3.</i>	Self-study
Wed, Nov. 2	Personality and Motivation	Chapter 6 (through p. 227), Chapter 4 (through 129 and p. 138-143)
Part 4: Differences Between Consumers		
Mon, Nov. 7	Psychographics and Geodemography	Chapter 6 (p. 227 – end)
Wed, Nov. 9	Veterans Day	No Class
Mon, Nov. 14	Segmentation I: Intranational Segmentation	Chapter 13 and Chapter 12 (p. 447-462) <i>(all of Chapter 12 may be useful for reference)</i>
Wed, Nov. 16	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>
Part 5: Final Topics		
Mon, Nov. 21	Review Day	Self-study
Wed, Nov. 25	Thanksgiving Day	No Class
Mon, Nov. 28	Group Presentations All Group Written Reports Due	Self-study
Wed, Nov. 30	More Group Presentations Course Wrap-Up	Self-study
Mon, Dec. 5	Exam Review	Self-study
Wed, Dec. 7	EXAM 3 (in class) <i>Exam covers parts 4 and 5 as well as selected topics to be announced.</i>	Self-study