

CONSUMER BEHAVIOR - MAR 3503

Course Instructor: Siân Morgan, MBA
Fall 2017

Office hours: Tuesday 11:30 – 1:30 pm Email: sian.morgan@warrington.ufl.edu

Class: Heavener 250
Section 2287: TR 1:55 – 3:50 **Section 2948:** TR 4:05 – 6:00

Textbook: *Consumer Behavior: Buying, Having, and Being* (**11th Edition**), by Michael R. Solomon, published by Pearson/Prentice Hall. Two copies of the text will be on reserve at Library West. (I also highly recommend “Mindless Eating” by Brian Wansink (~\$9.00) and “Nudge” by Richard Thaler and Cass Sunstein (~\$11.00) if you are interested in reading further about the topics we discuss in class.)

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

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.

"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 (60 points each)	180 points
2 Quizzes (10 points each)	20 points
1 Written Assignment (completed individually)	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 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 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.

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 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.

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. Please also refrain from text messaging in class. Not only do your fellow students notice these disruptive practices, but I do as well.

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

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

Date	Topic	Read for Class
Part 1: Introduction		
Tues., Aug. 22	Introduction to Consumer Behavior	Chapter 1
Thurs., Aug. 24	Consumer Behavior Research Methods	no reading
Part 2: Pre-Decision Processes		
Tues., Aug. 29	Exposure and Attention <i>Written Assignment Instructions Distributed</i>	Chapter 5 (to p. 197)
Thurs., Aug. 31	Perception and Comprehension	Chapter 5 (to p. 197)
Tues., Sept. 5	Memory	Chapter 6 (p. 225 – end)
Thurs., Sept. 7	Attitudes and Attitude Formation	Chapter 8 (through p. 317)
Tues., Sept. 12	Attitude Change: Learning QUIZ 1 and Individual Written Assignment Due	Chapter 6 (through p. 221)
Thurs., Sept. 14	Attitude Change: Persuasion	Chapter 8 (p. 318 – end)
Tues., Sept. 19	Attitude Change: Self-Persuasion	no reading
Thurs., Sept. 21	Exam Review	Study!
Tues., Sept. 26	EXAM 1 (in class) <i>Exam covers part 1 and part 2.</i>	Study!
Part 3: Consumer Decision Processes		
Thurs., Sept. 28	Decision Making: Introduction, Stages, and Consumer Judgment	Chapter 2
Tues., Oct. 3	Consumer Choice	no reading
Thurs., Oct. 5	More Consumer Judgment and Choice	Chapter 2, continued
Tues., Oct. 10	Mindless Eating	no reading
Thurs., Oct. 12	Social Influence and Decisions: Conformity Pressures and Power <i>Group Project Instructions Distributed</i>	Chapter 9 (p. 367 – 374) and Chapter 12 (p. 501 – 513)
Tues., Oct. 17	Social Influence and Decisions: Reference Groups and Word of Mouth	<i>same as above</i>

Date	Topic	Read for Class
Thurs., Oct. 19	Group, Organizational, and Family Decisions QUIZ 2	Chapter 9 (p. 375 – end)
Tues., Oct. 24	Decisions about Consumption, Satisfaction, and Disposal	no reading
Thurs., Oct. 26	Exam Review	Study!
Tues., Oct. 31	EXAM 2 (in class) <i>Exam covers part 3.</i>	Study!
Part 4: Differences Between Consumers		
Thurs., Nov. 2	Personality and Motivation	Chapter 7 (p. 258 – 272)
Tues., Nov. 7	Psychographics	Chapter 11 (p. 488 to end) Chapter 10 (p. 441 – 443)
Thurs., Nov. 9	Group meetings – prepare for presentations (no class)	
Tues., Nov. 14	Group Presentations All Group Written Reports Due	
Thurs., Nov. 16	More Group Presentations	
Tues., Nov. 21	No class	Study!
Thurs., Nov. 23	No class	Thanksgiving Break
Tues., Nov. 28	Intranational Segmentation	Chapter 10 Chapter 11 (p. 459 – 469)
Thurs., Nov. 30	Exam Review	Study!
Tues., Dec. 5	EXAM 3 (in class) <i>Exam covers part 4.</i>	Study!