

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.
- 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 & discussion. Everyone's thoughtful participation is required to make the discussions productive, but I would like the "lectures" to be as interactive as possible. As such, I expect each of you to attend each class and to be prepared. Prior to each 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 any recent personal consumer experiences that are relevant to these topics. Lecture noteshells will generally be available for each lecture. Please recognize that they contain only a subset of the material presented in class. Please do not rely only on the noteshells to help you remember all of the details covered in a particular class; they are in no way a substitute for attendance and thoughtful note-taking.

Grading

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

2 Exams (100 points each)	200 points
Group Project (written report & presentation)	50 points
Class Participation (including some short quizzes & exercises)	50 points

The following scale will be used for converting from total points to letter grades:

Total Points (out of 300)	Grade
275 and up	A
265-274	A-
255-264	B+
245-254	B
235-244	B-
225-234	C+
215-224	C
205-214	C-
195-204	D+
180-194	D
below 180	E

Exams: Two exams will be given in class (see last page for dates). The second exam is cumulative, but it will emphasize newer material. There is no separate final exam given in the exam period. All exams are closed-book. Exams will draw from lectures and readings, and will feature a range of question types, such as multiple choice, short answer, and longer answer. More specific information will be given prior to each exam to help you prepare.

A note on exam grading: Your grade is necessarily based on the answers you provide on the exam form. I can only evaluate what you actually write on the exam form, not what you may have intended to write. It is your responsibility on the exams to clearly express your answers in understandable English.

Group Project: More specific instructions and grading criteria will be given later in the semester, but some preliminary words 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 I will give you some input into those divisions. It is your responsibility to develop a mutually convenient plan to work together. Your group grade will be based on the quality of both the written report and the presentation.

Class Participation: 50 points will be based on class participation, including the completion of a couple online quizzes, and some short exercises and assignments. Attending class and being prepared is necessary to get the full set of points, but is not sufficient. I want you to give thoughtful contributions and examples, and ask questions. Participation points will be based on the quality, not the sheer quantity, of your in-class contributions.

Extra Credit: The exams may offer extra credit points for those who thoughtfully answer specific extra questions. There will not be any opportunities to receive additional extra credit by completing extra papers or projects at the end of the semester.

Missed Exams. If an emergency will cause you to miss an exam, you must contact me prior to the exam to arrange for a make-up. No make-up exams will be given if arrangements are not made before the exam. Missed exams will earn 0 points.

Academic Honesty. While most students are honest, some feel the need to engage in various forms of academic dishonesty, such as giving or receiving assistance during exams. **I take all incidents of academic dishonesty very seriously.** In cases where there is compelling evidence of cheating, all students involved will receive a failing grade for the class and may be subject to further penalties from the University.

Disability Resources. 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.

Lateness, phones/computers, and general etiquette. 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 any device (e.g., phones and computers) that may be disruptive or distracting to the class, including the instructor. Disruptive behavior can naturally affect your class participation score.

Approximate Course Schedule

Date	Topics / Assignments	Readings
Week 1 (Jan 8, 10)	Course Introduction Research Methods 1	R1 (Shower), R2 (Voters lie), R3 (Ad)
Week 2 (Jan 17)	<i>No class on Jan 15 for MLK Holiday</i> Research Methods 2	R4 (Facebook tinkers) R5 (Emotional contagion)
Week 3 (Jan 22, 24)	Sensation/Perception/Attention 1 Sensation/Perception/Attention 2	R6 (Ads everywhere) R7 (Hint of hype)
Week 4 (Jan 29, 31)	Learning Memory 1	
Week 5 (Feb 5, 7)	Memory 2 Reasoning & Inference 1	R8 (Dead brand)
Week 6 (Feb 12, 14)	Reasoning & Inference 2 Attitudes 1	R9 (Oatmeal for dinner)
Week 7 (Feb 19, 21)	Attitudes 2 Attitudes 3	R10 (Brandness of strangers)
Week 8 (Feb 26, 28)	Catchup & Review EXAM 1 on Feb 28	
<i>SPRING BREAK</i>		
Week 10 (Mar 12, 14)	Social Influence 1 Social Influence 2	R11 (Drug prescriptions reciprocity) R12 (Cumulative advantage); Nudge Ch 3
Week 11 (Mar 19, 21)	Decision Making 1 Decision Making 2	Nudge Intro; R13 (Stress sweat) Nudge Ch 1-2
Week 12 (Mar 26-28)	Decision Making 3 Decision Making 4	R14 (When words decide) R15 (Uber nudges)
Week 13 (Apr 2, 4)	Judgment & Decision under Uncertainty 1 Judgment & Decision under Uncertainty 2	revisit Nudge Ch 1
Week 14 (Apr 9, 11)	Judgment & Decision under Uncertainty 3 Ethical, Legal & Policy Issues	Nudge Ch 4-8, 17; revisit R15
Week 15 (Apr 16, 18)	Group Presentations (All Reports due Apr 18) Group Presentations & Wrap-up / review	
Week 16 (Apr 23, 25)	Review / Q&A EXAM 2 on Apr 25	

MAR 3503: Consumer Behavior: Supplemental readings

- R1. [Get Out of That Rut and Into the Shower](#), *NYT*, 8/13/06.
R2. [When Voters Lie](#), *WSJ* 8/2/08.
R3. [Does This Ad Makes Me Fat?](#) *NYT*, 3/8/13.
R4. [Facebook Tinkers With Users' Emotions in News Feed Experiment, Stirring Outcry](#), *NYT*, 6/29/14.
R5. Kramer et al. (2014). [Experimental evidence of massive-scale emotional contagion through social networks](#), *PNAS*
R6. [Anywhere the Eye Can See It's Likely to See an Ad](#), *NYT* 1/15/07.
R7. [A Hint of Hype, A Taste of Illusion](#), *WSJ*, 11/20/09.
R8. [Can a Dead Brand Live Again?](#) *NYT*, 5/18/08.
R9. [Oatmeal for Dinner and Frozen Yogurt for Breakfast](#), *WSJ*, 5/31/16.
R10. [The Brandness of Strangers](#), *NYT* 11/16/08
R11. [Even Cheap Meals Influence Doctors' Drug Prescriptions, Study Suggests](#), *WSJ* 6/20/16
R12. [Is Justin Timberlake a product of cumulative advantage?](#) *NYT*, 4/15/07.
R13. [Stress Sweat and Other Problems You Never Knew Existed](#), *Ad Age*, 3/5/13.
R14. Schwartz, B. (2007). [When words decide](#). *Scientific American Mind*, 18(Aug/Sep), 36-43.
R15. [How Uber Uses Psychological Tricks to Push Its Drivers' Buttons](#), *NYT* 4/2/17.